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ABSTRACT

This publication contains a synthesis of information collected by the National Entrepreneurship Education Consortium on the efforts of local vocational education programs in the area of entrepreneurship education. The programs described represent all instructional levels and all areas of the country. A directory of programs listed by state is provided. This is followed by a directory that lists programs in accordance with the five stages of the National Center for Research in Vocational Education's lifelong entrepreneurship model, i.e., programs focusing on basic skills, competency awareness, creative applications, start-up, and growth. Also included in this directory is a brief section on pertinent teacher education programs. A set of program abstracts constitutes the next sections; 103 programs in 20 states and 2 foreign countries (Jamaica and Canada) are presented. Each abstract contains information on the organization sponsoring the program, a contact person, and a description of the program's goals and curriculum. A 13-page section on curriculum and resources used covers the following materials: books and texts, curriculum guides, publications, films and videotapes, computers, transparencies, and programs. Twelve 1987 and eighteen 1988 state leadership activity reports are included. The entrepreneurship program questionnaire used to collect the data in this guide has also been provided. (MN)

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ENTREPRENEURSHIP PROGRAM

DATABASE

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1988

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FOREWORD

Entrepreneurship education for the nation's youth and adults is being delivered by many different agencies and persons via a magnitude of programs in a variety of settings. There is no single method or curriculum being used. In fact, the strength of the movement is enhanced by the creativity and entrepreneurial nature of the persons creating these programs.

Since the mid-1970's vocational education has assumed a very active role in entrepreneurship education initiatives. One of the most visible activities that the vocational community has sponsored is the organization of the National Entrepreneurship Education Consortium. The Consortium, with a current membership of over 30 states plus other associate members, sponsored the development of this database on local and state entrepreneurship programs. The text of this book is the beginning of a constantly growing resource on the state-of-the-art in entrepreneurship education.

The National Center expresses its appreciation to its consortium members for their state and local initiatives. These members include:

o Linda VanBallenberghe	Alaska
o David Muehlbauer	Arizona
o Jean McEntire	Arkansas
o Doug Mahr	California
o Ron DeGregory	Connecticut
o Doyle Owen	Delaware
o Pat Schwallie-Giddis	Florida
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o Jose Ramos	Guam
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o Jack Ray	Washington
o Gene Coulson	West Virginia
o David Hague	Wisconsin
o Carmen Perez	Puerto Rico
o Mary Hanrahan	U.S. Dept. of Education
o Wally Holmes	University of W. Florida
o E. Edward Harris	No. Illinois University
o Dena Coy	National Minority Business Council
o Cathy Walters	Pacific Bell Directory

The National Center wishes to acknowledge the leadership provided to this effort by the Entrepreneurship Program staff. The docment was compiled in the Human Resource Development/Knowledge Utilization Division, Mark Newton, Associate Director. Cathy Ashmore, Consortium Director and Entrepreneurship Program Director developed the database with the assistance of Geannina Guzman, Graduate Research Associate. Rita Charlton and Carmel Martin provided technical assistance in producing the completed document.

Ray D. Ryan
Executive Director
National Center for Research
in Vocational Education

INTRODUCTION

Today's business owners recognize that education is an important partner in the success of America's entrepreneurs--both current and future. It is significant that 1800 business owners, delegates to the 1986 White House Conference on Small Business, voted entrepreneurship education their sixth priority. This is particularly important when you consider all the government tax and regulation issues that might have taken precedence. They asked the nation to move forward in this way:

> "The federal government should encourage the advancement of entrepreneurial education and the study of the free enterprise system by promoting an early awareness of the free enterprise system, beginning with primary education and continuing through all levels of education. This would include the teaching of foreign languages and intercultural practices, thereby increasing our national awareness of global economies and their interaction, and encouraging a greater competitiveness by small business in international markets. This training should be taught by small business people or teachers with hands-on entrepreneurial experience and must include curriculum input from small business people."

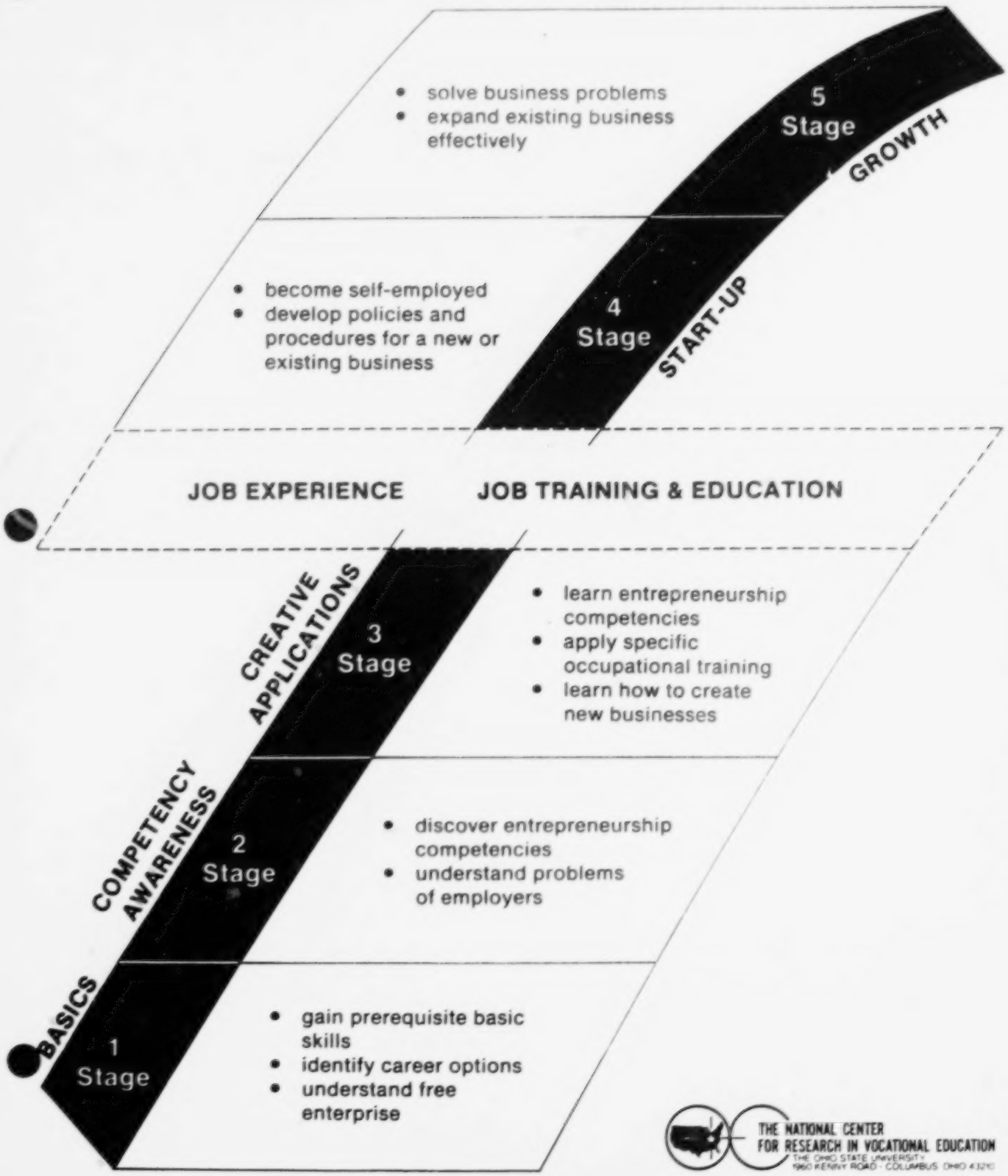
The states and local communities have been actively responding to this challenge to continue to nurture the entrepreneurial spirit in America. This book contains the beginnings of a collection of programs in entrepreneurship education. We recognize that this is merely the "tip of the iceberg" and plan to actively seek additions to this important database.

The National Entrepreneurship Education Consortium has provided the original contributions to this publication. We will continue to collect new additions from all states in the country, and from all types of educational settings, so that we may show how entrepreneurship education is growing throughout the nation.

The vocational education leadership that has developed this publication recognizes that vocational education is only one of the "actors" in a major challenge to all the education institutions in this nation. It is important to see how vocational education has responded to the White House Conference challenge. But it is also important for vocational educators to see how they fit into a much larger picture--namely, the lifelong learning opportunities important to the success of our small business economy.

The National Center for Research in Vocational Education developed the Lifelong Entrepreneurship Education Model (figure 1) to explain what entrepreneurship education means to different audiences at different stages of education development. It assumes that everyone in our educational system should have

LIFELONG ENTREPRENEURSHIP EDUCATION MODEL



THE NATIONAL CENTER FOR RESEARCH IN VOCATIONAL EDUCATION
THE OHIO STATE UNIVERSITY
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opportunities to learn at the beginning stages, but the later stages are more targeted to those who really wish to start a business. Further, it is appropriate to address different facets of entrepreneurship education as it relates to the particular purpose of different educational areas.

BASICS. In primary grades, junior high school, and high school we hope that young people have learning experiences that allow them to see business ownership as a real opportunity for everyone. We call this stage the BASICS. In addition, they need to learn about our economy and the benefits of the free enterprise system. Small business is an essential ingredient because it represents over 90 percent of all businesses, creates most of the new jobs, and is credited with most of the inventions in this country. Knowledge of our economy enables young people to make career decisions and be capable voters in their future.

But most importantly, the first, or BASICS, level can provide all young people with the vision that anyone can be a business owner in America. But, without achieving the basic education and learning all they can, it will be much tougher to succeed.

Motivation to learn and a sense of individual opportunity are the special outcomes at this level. Entrepreneurs come from all kinds of backgrounds and educational levels. To see that anyone can succeed if they have the skills and the courage is an important way to help all young people understand the American economy.

COMPETENCY AWARENESS. This stage may begin anywhere in the educational system where we can teach some of the skills of business ownership. In math classes we can use cash flow projections to teach addition and subtraction. In English classes we can use sales demonstrations as a communications activity. In social studies we can focus on how exports and imports with various countries link us up economically. And in vocational education we can learn how to start a business using the technical skills of each particular vocational program.

In these, and thousands of other examples, it is important to remember that the focus is on business ownership awareness, and it is not appropriate to try to teach everything a person might need to know to really start a business. By infusing different concepts in many classes we will begin to develop more awareness of what a business owner needs to know.

The special outcomes at this level deal with speaking the language of business and seeing the problems of business from the small business owner's viewpoint. To walk in the business owner's shoes is, perhaps, to learn about what really causes businesses to succeed or fail, and the importance of employee productivity, loyalty, and competence.

CREATIVE APPLICATIONS. The idea of learning how to start a business while still in education is relatively new to most educators. There is much to know about starting a successful business. But most adults will not take the time to learn all about business when they are ready to start their own. This stage allows each student to develop a unique business idea and carry the decision-making process through a complete business plan.

Although it still is only an educational experience, this level requires a much greater depth and breadth of knowledge than either of the previous stages. Students will gain a conceptual framework about all the tasks a business owner must know how to handle--much as we teach future doctors, teachers, and airline pilots before we send them out to practice on real people. They will learn how to analyze the business community and study community demographics to target their marketing strategy. They will learn that markets go beyond a single community--possibly including other countries--as they analyze global business opportunities.

This stage takes place in advanced high school vocational programs, some special courses for any high school student, some two-year colleges where there are special courses and/or degrees for small business and entrepreneurship, and some colleges and universities. However, it should not be assumed that because you take Business in college you will learn how to start a new business. This has not traditionally been the purpose of these courses.

The major outcome at this stage is greater creativity in finding business opportunities and close-to-real experience in putting a plan together to really start a business long before students are ready to really become an entrepreneur.

EXPERIENCE/ADVANCED EDUCATION AND TRAINING. There is a break in the Lifelong Learning Model at this point to emphasize the need for other education and experiences that contribute to the ability to start a business. Work experience can be planned to round out expertise in a particular field before starting your own business. Or job experience of any kind can still give insight into the right way to run your own business.

Education, too, helps develop confidence and skills that contribute to the success of business operation. Most students aren't ready to begin a business immediately after graduation from high school, or even after college. However, it is useful to note that a recent National Federation of Independent Business (NFIB) study of 5,000 entrepreneurs across the country showed that most entrepreneurs do not have a college degree--

High school degree or less	40%
Some additional college coursework	26%
Various college degrees	32%

Many entrepreneurs decide to open a business at a time of crisis in their lives. They carry the option with them because of their experiences in stages one through three, but do not actually decide to open a business until they find a great business opportunity or their economic security is threatened. Such situations as loss of job, plant closing, divorce, death of a spouse, lack of job promotion, or employer's decision that they must move to another location often lead to launching a business of your dreams. Whatever the cause, this time in a person's life develops expertise, contacts, and a sense of the way a business should be run.

START UP. Community education programs are widely available to help adults make decisions about starting a business. They may be found in vocational school adult programs, two-year college and four-year college continuing ed programs, and a growing variety of privately-owned training programs. The U.S. Small Business Administration sponsors many of these programs as well as running training of their own through Service Corp. of Retired Executives (SCORE) and Small Business Development Centers (SBDCs).

All of these programs seek to help the inexperienced person make decisions about their potential new business. They use various delivery strategies, from one-day seminars, to 20-week programs, to one-on-one counseling. New programs are emerging to help special groups of people start business--notably women, minorities, native Americans, handicapped, single parents, the elderly, the unemployed, welfare mothers, and so forth. Each of these groups has special problems that are addressed as they work to get a business started.

The major outcome of such programs is that business start ups have much greater planning and their owners know the realities as well as the opportunities for success. Another outcome is that some people decide that business ownership is not for them before they invest their personal savings and fail. Programs at this stage apply knowledge of all previous stages to the real world. Unfortunately, in the past, many people started businesses without any knowledge of the competencies involved in the job. It is the belief of educators at all these stages that appropriate education and training will successfully reduce the well-known failure rate of American small business.

GROWTH. Assistance to existing small businesses is available from most of the institutions that provide help in START-UP (Stage 4). This last level of learning is important to keep up with new information, such as tax changes, or just to add general business knowledge not gained earlier. Business owners value their time so much that it is difficult to attract them to such programs unless they serve a real need.

Often business owners do not seek help until they are so far into trouble that it is almost impossible to turn it around. Educators are recognizing that continuing seminars or support groups after Stage 4 will keep business owners in touch with an advisor who knows their business and in whom they have trust.

This stage may be a series of seminars and workshops that change constantly to meet the demands of the community. Or they may be a regularly established program designed to help with the major problems we anticipate from all small businesses, i.e. financial planning, inventory control, improving sales, managing cash flow, etc.

Whatever topics are chosen for providing assistance to small business owners, it is evident that there is a great need for continuing support for our small business economy. It is estimated that we currently have 18 million small businesses in the United States and that we will have 25 million by the year 2000 (SBA). It is appropriate that the 3000+ colleges and universities, 1200+ two-year colleges, and 17,000+ local school districts provide the resources these businesses will need to be successful.

THE DATABASE. This publication contains a synthesis of the information submitted by a number of local programs around the country. Members of the National Entrepreneurship Education Consortium are collecting these programs in their state to share with others interested in learning about entrepreneurship education.

We encourage others to use the questionnaire found at the end of this book to submit additional program descriptions. Additions to this database will be published yearly as part of the consortium's sponsored activities. Additional information on some programs is available if submitted. Or you may wish to contact the program coordinator for more specific details.

Also included in this publication is a listing of the resources and curriculum used by the various programs. More detail on these items is available from the Consortium's Clearinghouse database, published for Consortium members separately.

Finally, we have included descriptions of the initiatives undertaken by states in the Consortium. They do not represent all activities in vocational education, but are a summary of those initiatives we have documented so far. We will continue to add to this listing as this publication is updated.

SUMMARY. This publication is designed to constantly expand as entrepreneurship education expands in this country. It is significant that it contains both local and state program descriptions because it requires interest, excitement, and commitment at

both levels to effectively build entrepreneurship education as an important part of all education systems.

The U.S. Congress, too, supports the need for entrepreneurship education as an important part of the American economic development challenge. In a recent report of the Congressional Commission on Jobs and Small Business, entitled Making America Work Again, the authors' first recommendation was to "mobilize our people."

> "We recommend a major effort, engaging the attention of public and private leaders nationwide, to alert Americans to the realities of the new world economy, to improve public understanding of our economy and the role of enterprise in it, and to emphasize Americans' opportunities for full employment through creative participation in the nation's economic life as entrepreneurs, business owners, and employees."

Point #5 in the implementing recommendations calls for "education for opportunity."

> "Those who dream of creating a business need the skills to run one. Every state should review the educational offerings of its schools--in particular, its vocational programs in secondary schools and community colleges--to make available training in business creation, including business and financial planning, cash flow management, employee development, and managing and consolidating growth. Efforts should be made to involve small business owners in developing these curricula as well as in teaching."

As the variety of educational experiences in entrepreneurship continue to grow, let us remember the words of a great entrepreneurship educator, Albert Shapiro, as he spoke at a graduation at The Ohio State University.

> "Entrepreneurs are not 'born.' They 'become' through the experiences of their lives."

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OF PROGRAMS
BY STATE

Entrepreneurship Program Database

Directory of Programs by State

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Arizona

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Windom Public Schools (Windom, MN). 0010
Western School Corporation (Russiaville, IN). . . .0016
Osseo High School (Osseo, MN) 0017
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District (Louisville, KY) 0096
Vista High School (Vista, CA) 0097
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Florida State University, College of Business
(Tallahassee, FL) 0099
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Jefferson County Joint Vocational School (Bloomingdale, OH). 0004
San Juan College Business Assistance Center (Farmington, NM). 0005
District One Technical Institute (Eau Claire, WI) .0006
Cabell County Public Schools (Barboursville, WV). .0012
Columbia Public Schools (Columbia, MO). 0013
Sacramento County Office of Education (Sacramento, CA). 0022
State of Nebraska Department of Economic Development (Lincoln, NE) 0024
Yakima Valley Community College (Yakima, WA). . . .0033
Upper Valley Joint Vocational School (Piqua, OH). .0038
North Central Technical Institute (Wausau, WI). . .0041
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Larchmont-Mamaroneck Center for Continuing Education (Mamaroneck, NY). 0051
Entrepreneurial Development Center (Herkimer, NY) .0053
Onondaga New York State Small Business Development Center (Syracuse, NY). 0054
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East Bay Small Business Development Center (Oakland, CA) 0070
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Warren County Career Center (Lebanon, OH) 0076
White Plains Public Schools (White Plains, NY). . .0078
YM/YWCA--Youth Enterprise Centre (Ottawa, Ontario).0080
State University of New York, Canton College of Technology (Canton, NY) 0081
Erie, BOCES (Lancaster, NY) 0082
Hazard Community College Business and Industry Technical Assistance Center (Hazard, KY).0085
Tucumcari Area Vocational School (Tucumcari, NM). .0090
Butler County Community College (El Dorado, KS) . .0091
University of Kentucky--Hopkinsville Community College (Hopkinsville, KY). 0093

Fashion Institute of Technology (New York, NY). . .0094
Florida State University, College of Business
(Tallahassee, FL) 0099
Diversified Human Services, University of
Pittsburgh (Monessen, PA) 0100
Westchester Community College (Valhalla, NY). . . .0101
Daytona Beach Community College
(Daytona Beach, FL) 0103

Stage Five

Jefferson County Joint Vocational School (Bloomingdale, OH). 0003
San Juan College Business Assistance Center (Farmington, NM). 0005
District One Technical Institute (Eau Claire, WI) .0006
Mankato Technical Institute (New Ulm, MN) 0011
Columbia Public Schools (Columbia, MO). 0013
Sacramento County Office of Education (Sacramento, CA). 0022
Upper Valley Joint Vocational School (Piqua, OH). .0038
University of Toledo Community and Technical College (Toledo, OH). 0043
Nebraska Business Development Center, University of Nebraska at Omaha (Omaha). 0046
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Corning Community College (Corning, NY) 0052
Entrepreneurial Development Center (Herkimer, NY) .0053
Onondaga New York State Small Business Development Center (Syracuse, NY) 0054
Small Business Development Center, Monroe Community College (Rochester, NY) 0055
Institute for Business, Industry and Government--Orange County Community College (Middletown, NY) .0056
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Buffalo Public Schools (Buffalo, NY). 0060
State University of New York, College of Technology (Canton, NY). 0061
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Sullivan County Community College (Loch Sheldrane, NY). 0075
Warren County Career Center (Lebanon, OH) 0076
Blue Valley Community Action, Inc. (Fairbury, NE) .0079
YM/YWCA--Youth Enterprise Centre (Ottawa, Ontario).0080
State University of New York--Canton College of Technology (Canton, NY) 0081
Erie, BOCES (Lancaster, NY) 0082
Government Law Center, University of Louisville (Louisville, KY). 0083
Hazard Community College Business and Industry Technical Assistance Center (Hazard, KY).0085

Tucumcari Area Vocational School (Tucumcari, NM). .0090
Fashion Institute of Technology (New York, NY). . .0094
Fashion Institute of Technology (New York, NY). . .0095
Westchester Community College (Valhalla, NY). . . .0101
Daytona Beach Community College
(Daytona Beach, FL) 0103

Teacher Education

Paducah Community College (Paducah, KY) 0008
Vocational Personnel Preparation Center
(Indiana, PA) 0014
State University of New York, College of Technology
(Utica, NY) 0066
University of Kentucky--Hopkinsville Community
College (Hopkinsville, KY). 0092

PROGRAM ABSTRACTS

ID:0001

Title: ENTREPRENEURSHIP

Organization: Four County Joint Vocational School

Contact Person: Robert Todd
Director
Route 1, Box 245A
Archibold, OH 43502
(419) 267-3331

Abstract:

The purpose of this program is to help junior and senior vocational students to understand all that is involved in starting and managing their own business. The course is designed for the student who would consider going into business on her/his own sometime after high school. The duration of the program is eighteen weeks.

Stage 2

ID:0002

Title: ENTREPRENEURSHIP TRAINING

Organization: Jefferson County Joint Vocational School

Contact Person: William F. Hawkinberry
B9-233 CH 22A R1
Bloomingdale, OH 43910
(614) 264-5545

Abstract:

The purpose of this program is to teach vocational students how they can start a business after graduation. Students engage in a series of practical exercises and attend lectures designed to introduce basic concepts for starting a business. The duration of the program is thirty hours.

Stage 2

ID:0003

Title: SMALL BUSINESS MANAGEMENT

Organization: Jefferson County Joint Vocational School

Contact Person: William F. Hawkinberry
B9-233 CH 22A R1
Bloomingdale, OH 43910
(614) 264-5545

Abstract:

This is a program for existing entrepreneurs. The objective is to teach management principles to small-business owners. The two-year program combines classroom instruction with individual consultation sessions. Individual consultation is given at the place of business. As a result of involvement in these activities the owner can develop sound management techniques for his/her business needs. This is part of a statewide network sponsored by the Ohio Department of Vocational and Career Education.

Stage 5

ID:0004

Title: SMALL BUSINESS MANAGEMENT

Organization: Jefferson County Joint Vocational School

Contact Person: William H. Hawkinberry
B9-233 CH 22A R1
Bloomingdale, OH 43910
(614) 264-5545

Abstract:

This program is directed to would-be entrepreneurs. The goal is to present the rewards and the pitfalls that might arise when operating their own business. The importance of adequate planning is discussed and emphasized if they want to have reasonable expectations of success. This is a 10-week course designed to help people decide whether or not to open a business.

Stage 4

ID:0005

Title:	SAN JUAN COLLEGE BUSINESS ASSISTANCE CENTER
Organization:	San Juan College Business Assistance Center
Contact Person:	Rodney M. Terminello Director 203 West Main, Suite 201 Farmington, NM 87401 (505) 326-4321

Abstract:

This program is geared to post-secondary vocational education students and adults, with a special focus on Native Americans of the area. The purpose of the program is to provide assistance to potential and existing entrepreneurs in the areas of education, business training, resources, counseling and economic development. The program provides start-up training, one-on-one counseling, seminars and in addition acts as a resource and referral center for business needs.

Stages 4 and 5

ID:0006

Title: ENTREPRENEURSHIP

Organization: District One Technical Institute

Contact Person: Lawrence Doyle
Small-Business Coordinator
620 West Claremont Avenue
Eau Claire , WI 54701
(715) 833-6346

Abstract:

The purpose of this program is to teach potential and existing entrepreneurs to develop a business plan and learn the necessary information to become successful as entrepreneurs. Emphasis is given to offering the participants as many opportunities of networking as possible. Consequently instructors are or have been entrepreneurs in the community and have been asked to participate in this effort. Every class meets for twelve weeks, three hours a week. Several sessions exist to meet the entrepreneurs' needs. Included in the diversity of options is a class designed especially for women which emphazises women's concerns about being in business. In addition to classroom, training the center operates an toll-free 800 number which gives out information about the activities at the Entrepreneur Center and a newsletter for the students and other business owners.

Stages 4 and 5

ID:0007

Title:	MANAGEMENT (STARTING & OWNING A BUSINESS)
Organization:	Mountain View High School
Contact Person:	549 North Stapley Drive Mesa, AZ 85203

Abstract:

The purpose of this program is to give secondary school students the opportunity to learn about the small business enterprise. Units covered include characteristics of a successful small business, starting versus buying a business, development of a business plan, site selection, legal forms, advertising, recordkeeping and management. This eighteen week course satisfies the Free Enterprise course requirement for graduation.

Stage 2

ID:0008

Title: MARKETING VOCATIONAL EDUCATION'S ROLE IN ECONOMIC DEVELOPMENT

Organization: Paducah Community College

Contact Person: Dr. James V. Hennessy
Associate Director of Academic Affairs
Alben Barkley Drive, P. O. Box 7380
Paducah, KY 42002-7380
(502) 442-6131

Abstract:

The purpose of this statewide workshop in entrepreneurial education is to assist in the development of linkages between business/industry, education and government. Paducah Community College proposes to field test, evaluate, and deliver a workshop using The Trainer's Manual they are developing. The foundation for this program is to satisfy specific needs of communities throughout Kentucky and push the economic development of the state.

Stage 3/Teacher Education

ID:0009

Title: SMALL BUSINESS OWNERSHIP AND MANAGEMENT

Organization: Berkeley High School

Contact Person: Linda Rice
2246 Milvia Street
Berkeley, CA 94704
(415) 845-0709

Abstract:

The purpose of this program is to provide secondary school students with awareness and competencies in small business ownership and management. The duration of the course is one semester, double period. The course meets the requirement as an alternate for taking economics in high school. Several instructional strategies have been used: simulation, video, filmstrips, computer software to satisfy the needs of diverse abilities in students as well as actively involve them in business simulations.

Stages 2 and 3

ID:0010

Title: STARTING YOUR OWN BUSINESS

Organization: Windom Public Schools

Contact Person: Jim Leehey
Marketing Education Teacher
P. O. Box C-177
Windom, MN 56101
(507) 831-4881

Abstract:

The purpose of this program is to help secondary school students increase their awareness and understanding of small business. They will be able to construct a business plan for a business of their choice. This program focuses on retail opportunities or franchising.

Stages 2 and 3

ID:0011

Title: SMALL BUSINESS MANAGEMENT

Organization: Mankato Technical Institute

Contact Person: Charles D. Otto
Small Business Management Instructor
P. O. Box 608
New Ulm, MN 56073
(507) 354-5858

Abstract:

The purpose of this program is to develop management skills of small business owners. The duration of the program is three years. The focus of the Small Business Management course is at-the-business visits on a monthly basis and evening classess. Content is focused on a sequenced array of business concepts and skills that are common to all businesses.

Stage 5

ID:0012

Title: STARTING & MANAGING A SMALL BUSINESS

Organization: Cabell County Public Schools

Contact Person: Robert McClain
Coordinator of Retail Training
Huntington Mall Office - Unit 295
Barboursville, WV 25504
(304) 733-0492

Abstract:

The purpose of the program is to assist in the training and development of new small businesses. Goals for the course are:

- o to help individuals prepare and develop a plan to open a business.
- o encourage them to attend other management workshops and seminars
- o enables them to find contact or resource people who can act as consultants and advisors.

The program consists of 12 to 15 hours of workshops conducted at The Huntington Mall. State and local agencies work closely with the program, and instructors are professionals such as bankers.

Stage 4

ID:0013

Title: GOING INTO BUSINESS FOR YOURSELF

Organization: Columbia Public Schools
Columbia, Missouri

Contact Person: Maureen Smith
Coordinator of Adult Business
and Office Education

Abstract:

The purpose of this program is to help potential entrepreneurs explore the nature of entrepreneurship as a career option. In addition potential and already existing business owners will be presented general and specific information on the nature of problems and the solutions for these problems when engaging in small business.
Eight sessions are held, each scheduled for two and a half hours weekly. Topics covered are:

1. Starting Your Business
2. Starting Your Business (Part Two)
3. Financing Your Business
4. Insurance for Small Business
5. Tax Tips
6. Buying an Existing Business
7. Tips from a Business Owner
8. Overview/Wrap-up

Stages 4 and 5

ID:0014

Title: A MODEL ENTREPRENEURSHIP TRAINING PROGRAM FOR VOCATIONAL EDUCATORS

Organization: Vocational Personnel Preparation Center

Contact Person: Dr. Michael Spewock
Reschini House
Indiana University of Pennsylvania
Indiana, PA 15705
(412) 357-4434

Abstract:

The purpose of this program is to provide teachers with knowledge, skills and attitudes needed to build a unit of study in entrepreneurship education for secondary students. It includes the following procedures:

Step I: Convene a panel of entrepreneurs to serve as an advisory board.
Step II: Conduct a review of literature.
Step III: Using DACUM, have advisory board identify competencies.
Step IV: Develop curriculum guide based on identified competencies.
Step V: Design workshop for vocational teachers.

Outcomes - Have more vocational teachers include entrepreneurship in their curriculum.

- Have more students consider entrepreneurship as a possible career choice.

Benefits - Provide more businesses and greater tax base for community.

- Encourage self-employment to raise personal income potential and job satisfaction.

Teacher Education

ID:0015

Title: ENTREPRENEURSHIP OPPORTUNITIES YOUTH CONFERENCE

Organization: Choffin Career Center

Contact Person: Neil J. Gioiello
Vocational Counselor
200 E. Wood St.
Youngstown, OH 44503
(216) 744-8715

Abstract:

The goals for this conference were to increase awareness about opportunities available in the business world as well as stress the importance of learning a craft and running a business. Seventy-two students in groups of 12 attended the three sessions. Each group had a panel of entrepreneurs and a moderator who discussed issues about starting and operating a business.

Stage 1

ID:0016

Title: ENTREPRENEURSHIP EDUCATION IN VOCATIONAL EDUCATION

Organization: Western School Corporation

Contact Person: Donald F. Connelly
Vocational Agriculture Teacher
250 S. 600 W. Howard County
Box 367
Russiaville, IN 46979
(317) 883-5541
(317) 589-8118

Abstract:

The purpose of this program is to provide education on economics for high school youths. A pilot class met for five days per week for two semesters. Positive outcomes of this effort were students' business plans for ventures they might start someday, a business start-up and ideas for expansion of an existing business. A text entitled The Creative Young Entrepreneur was written at Purdue University to support the program.

Stages 1 and 2

ID:0017

Title: MODERN BUSINESS OWNERSHIP

Organization: Osseo High School

Contact Person: Lori Adam
Secondary Business Educator
317 2nd Avenue NW
Osseo, MN 55369
(612) 425-2323 Ext. 311

Abstract:

The course will prepare secondary students to start and operate their own small businesses in the future. The class will introduce students to each area of operation in a small business. It will provide general knowledge of what makes a business work, which is a valuable asset for job preparation in any business field, and it will provide students with an opportunity to meet with owners of various small businesses.

Students will develop a realistic business plan after conducting an interview with a similar business. Students will also learn how to run a business using the Sandwich Shop simulation from McGraw-Hill.

Stages 2 and 3

ID:0018

Title: "ENTREPRENEURSHIP-A VIDEO STORY"

Organization: Tri-County Vocational School

Contact Person: Grace Essex
Vocational Supervisor
Route 1
Nelsonville, OH 45764
(614) 753-3511

Abstract:

A videotape was developed to spark an interest in entrepreneurship for both students and teachers in vocational education programs. The videotape focuses on four former students who are currently successful entrepreneurs. Each of these students considers that their involvement in vocational job-training helped them to establish businesses in their respective communities.

Stage 1

ID:0019

Title: BUSINESS PRINCIPLES & MANAGEMENT

Organization: Dassel-Cokato Public Schools

Contact Person: Joe Harmala
Vocational Director
Highway #12 and County Road #100
Cokato, MN 55321
(612) 286-5531

Abstract:

The purpose of this class is to help high school students to increase their awareness about business and to develop basic skills as they relate to marketing in a capitalistic economy. Students obtain their information mainly from their textbooks, however the teacher does supplement the material with information from periodicals and the media. Lecture-discussion format is used although small-group interaction may take place at various times.

This is a two-semester course that may be used as a stepping stone to on-the-job employment in the student's senior year.

Stage 2

ID:0020

Title: SPOTLIGHT ON ENTREPRENEURS

Organization: Penta County Vocational School

Contact Person: Marlene Jones
Supervisor
30095 Oregon Road
Perrysburg, OH 43551
(419) 666-1120

Abstract:

This program is concerned with promoting entrepreneurship as a career choice. A brochure used to showcase graduates from the program is seen as an accurate way for identifying and presenting to high school students such role models. Entrepreneurs from all vocational service areas were identified for the brochure and a directory for future use by vocational teachers. This activity was designed to remind high school students that entrepreneurship is an important part of the curriculum in a vocational school.

Stage 1

ID:0021

Title: VOCATIONAL YOUTH ORGANIZATION ENTREPRENEURSHIP PROJECT

Organization: Lorain City Schools

Contact Person: Ron Von Gunten
Vocational Supervisor
1020 Seventh Street
Lorain, OH 44052
(216) 246-5000

Abstract:

This program implements the PACE entrepreneurship curriculum as a component of youth club activities. Upon completion of the instructional high school vocational activities, the students will be able to demonstrate an understanding of the eighteen units presented in PACE.

Stages 2 and 3

ID:0022

Title: SMALL BUSINESS & ENTREPRENEURSHIP

Organization: Sacramento County Office of Education (ROP)

Contact Person: Rick G. Bergman
Small-Business Project Coordinator
9738 Lincoln Village Drive
Sacramento, CA 95827
(916) 925-7611

Abstract:

The purpose of the Small Business Management course is to enable the adult as well as the secondary student to innovate and develop a systematic "how to" approach to establishing and operating a successful small business. They offer a 16-week course for secondary students, eight weeks of which are spent as interns on a management training site related to student interest. The 12-week course for adults concentrates on operational and financial areas for small-business owners.

Stages 3-4-5

ID:0023

Title: ENTREPRENEURSHIP

Organization: Central Campus

Contact Person: Terry J. Eaton
Marketing Education Coordinator
1800 Grand Avenue
Des Moines, IA 50307
(515) 242-7865

Abstract:

This entrepreneurship course is designed for high school students who plan to major in business administraton in college, and for students who have as a career objective, business management and/or business ownership. The first semester is a comprehensive study of business principles and management, and the second semester is a study of what it takes to start and run one's own business. This includes learning the personal skills that one needs to be an effective entrepreneur, and how to apply those skills to self-employment.

Stages 2 and 3

ID:0024

Title: READY S.E.T. GO
(S.E.T. = Self-Employment Training)

Organization: State of NE Department of
Economic Development

Contact Person: Joan Podraza
Job Training Liaison
P.O. Box 94666
Lincoln, NE 68509
(402) 471-3780

Abstract:

This pilot program was designed to assist individuals in assessing their interest, motivation and ability to become self-employed. It is operated through ten community colleges and four-year colleges as an adult education program. It offers options to many rural people who may have been dislocated due to the agricultural slump, and meets the resulting need for new businesses or to supplement farm income. This project represents a partnership between state economic development, vocational education, higher education, and JTPA personnel.

Stage 4

ID:0025

Title: ENTREPRENEURSHIP

Organization: Wentzville High School

Contact Person: Holli B. Hartung
Marketing Education Coordinator
600 Campus Drive
Wentzville, MO 63385
(314) 327-8683 Ext. 315

Abstract:

Completion of this course will enable the student to analyze possible small business opportunities and develop a business plan including necessary information in constructing a prospectus to present to a financial institution. And most importantly, it provides opportunities for identification and utilization of resources to assist and advise in the research needed prior to starting a business.

Stage 3

ID:0026

Title: ENTREPRENEURSHIP CONFERENCES

Organization: Toledo Public Schools

Contact Person: Corine L. Wooley
Career/Consumer Coordinator
c/o Devilbiss High School
3301 Upton Avenue
Toledo, OH 43613
(419) 473-3165

Abstract:

The purpose of the Toledo entrepreneurship conferences is to provide opportunities for vocational students (seniors, juniors and staff) in the Toledo Public Schools to learn about career opportunities in entrepreneurship and small business. The goal is to provide students with current information on small business opportunities in the local area to enable them to consider this career field.

A series of eight, three-hour conferences were presented at eight high schools. A speaker and a panel of four former graduates from each high school was organized to provide vocational students with role models in entrepreneurship and small business in the local area.

Stage 1

ID:0027

Title: ENTREPRENEURSHIP

Organization: Marshfield High School

Contact Person: Harry N. Tingley
Forest St.
Marshfield, MA 02050
(617) 837-2693

Abstract:

The emphasis of the course is to increase the high school student's awareness through the use of business simulations. The program uses four computers to run computer simulations that enable the student to experience a situation that requires the use of entrepreneurial skills. The computer simulations become discussion generators to help students begin to understand some of the complex problems in the operation of a business. The disbelief when their company goes out of business, due to poor management, is hard to create using any other method of instruction. Students compete in a realistic way, and gain important experience in business decision-making.

Stages 1 and 2

ID:0028

Title: ENTREPRENEURSHIP

Organization: Odessa R-7 High School

Contact Person: Robert Schrader
Marketing Education Coordinator
713 South Third
Odessa, MO 64076
(816) 633-5533

Abstract:

This program provides students with an overall understanding of small business in a one-semester course. Skills required, education, and a sound base of experiences are areas of emphasis. Also covered are the legal requirements of business ownership.

Stage 2

ID:0029

Title: BUSINESS MANAGEMENT

Organization: Brainerd Senior High School

Contact Person: Bonnie Cumberland
Marketing Instructor
702 So. 5th St.
Brainerd, MN 56401
(218) 828-5264

Abstract:

This program for high school students will help them concentrate on the operations skills, social development, math and communications skills, management, merchandising, and sales promotion skills needed to set up and successfully operate a small business. It is offered for 12 weeks at the beginning of the school year, and results in students developing a plan for their own businesses. The instructor attended a summer camp called the Minnesota Business Venture to learn how to deliver this course and identify resources and speakers.

Stage 2

ID:0030

Title: BUSINESS MANAGEMENT/ENTREPRENEURSHIP

Organization: Brainerd Technical Institute

Contact Person: Tom Reese
Instructor
300 Quince Street
Brainerd, MN 56401
(218) 828-5344

Abstract:

This is a two-year course of study for an Associate in Applied Science Degree (A.A.S.), granted jointly by Brainerd AVTI and Brainerd Community College. It prepares part-time or full-time students to be business-owners, or to work in management for other business firms.

Stage 3

ID:0031

Title: INDIANA PARTNERS IN EDUCATION

Organization: Four Star Partners, Inc.

Contact Person: LaVerne M. Trager
Director/Manager
933 E. 37th Ave.
P. O. Box 250C
Hobart, IN 46342
(219) 947-1500

Abstract:

The goal of this program is to provide hands-on application of classroom learning to a business setting. This organization sets up continuing "partnerships" all over Indiana and in some other states between various public school classrooms and particular businesses. It operates at elementary, secondary, and post-secondary educational levels. It has used the corporate partnerships to allow students to explore fields of future employment they otherwise could not. Schools and business have come to realize the joint responsibility of the area's economic future, and what responsibilities each must take to make it successful.

Stage 1

ID:0032

Title: ENTERPRISE SKILL DEVELOPMENT PROJECT FOR YOUTH

Organization: Richfield Central School

Contact Person: Richard Corso
Coordinator
7145 Harriet Avenue South
Richfield, MN 55423
(612) 861-7481

Abstract:

This is a partnership of the local educational agency, JTPA, university, and local business that is designed to be a national model of cooperative action. The program was created to provide youth with opportunities for understanding the growth and potential of entrepreneurism, to understand and implement sound management practices, and understand business operation principles. It is funded by U.S. West and Hennepin County JTPA, and targeted for high school drop-outs, or potential drop-outs. The University of Colorado is responsible for training the pilot program instructors.

Stage 1

ID:0033

Title: ENTREPRENEUR PROGRAM

Organization: Yakima Valley Community College

Contact Person: Pamela M. Rucker
Instructor/Coordinator
Entrepreneur Program
P. O. Box 1647
Yakima, WA 98907
(509) 575-2915
(509) 575-2375

Abstract:

This program assists adults who wish to start a home-based business. It consists of 3 courses during which the student completes an individualized business plan, assesses his/her business skills, and learns about business operations. It is offered in the evenings during fall, winter and spring quarters, along with related courses in business which will qualify students for a Certificate of Entrepreneurship. It is particularly designed to assist single heads of household to supplement existing income.

Stages 3 and 4

ID:0034

Title: SMALL BUSINESS ORGANIZATION AND MANAGEMENT

Organization: National Tech. Institute for the Deaf

Contact Person: Dr. Harold E. Farneth
Professor of Business
One Lomb Memorial Drive
Rochester, NY 14623
(716) 475-6548

Abstract:

"Small Business Organization and Management" is an elective course for (deaf) business and technical majors who have completed prerequisites in management, marketing or general accounting. Such a course allows students the opportunity to apply their newly-learned skills in a business enterprise of their own creation rather than depending entirely on being employed by others, as deaf individuals have traditionally done. It is a cap-stone experience to integrate the skills, knowledge and attitudes into a meaningful whole.

Stage 3

ID:0035

Title: NATIONAL ENTREPRENERUSHIP ACADEMIES

Organization: National Entrepreneurship Academies

Contact Person: Christine M. Miller
Program Director
P.O. Box 5521
Bloomington, IN 47402
(812) 337-5700
(317) 629-4161, Ext 288

Abstract:

This is a professional development program for college students aspiring for entrepreneurial careers. Individual Academies are located in Bloomington, Indianapolis, Denver, Sacramento and Los Angeles, each affiliated with the Bloomington headquarters. Other sites were scheduled to start up in 1988. All currently enrolled university graduate or undergraduate students, from any discipline, are eligible, as soon as they complete at least three semesters of college work and have at least three semesters remaining. The program combines seminars, hands-on business experiences, internships, confidence-building, and experience in how to start a business.

Stage 3

ID:0036

Title: ENTREPRENEURSHIP

Organization: Juneau Business High School

Contact Person: Mary Jo Bracken
Entrepreneurship Coordinator
6415 W. Mt. Vernon Ave.
Milwaukee, WI 53213
(414) 476-5480 ext 43

Abstract:

The focus of this program is to prepare secondary students for business ownership. The program is designed for a four-year specialty high school. Students in the ninth grade take two required business-related classes: Career Education (which helps the student develop goal-setting, planning and evaluation skills) and Micro-Keyboarding (for computer literacy). Sophomores develop competencies in business ownership and operations via three projects in addition to core curriculum.

Juniors may specialize in the Marketing Education Program, the Small Business Management Program or the Start Your Own Business Now program.

Actual businesses are formed in the junior year, financed through the Entrepreneurship Foundation of the school, with a 12 percent interest rate to be repaid by the student.

Seniors have three options: enroll in the Marketing Education Co-op Program, enroll in the Business Seminar Co-op Program, or take credits in a specialized area at the Milwaukee Area Technical Institute, a post-secondary technical institute. This option allows students to specialize in the vocational training of their choice.

Stages 1-2-3

ID:0037

Title:	GETTING DOWN TO BUSINESS--WHAT'S IT ALL ABOUT?
Organization:	Ocean County Vocational Technical School
Contact Person:	Richard C. Demaria Small Business Management Instructor Old Freehold & Bay Lea Roads Toms River, NJ 08753 (201) 349-8425

Abstract:

The purpose of this program is to provide vocational education high school students with an introduction to career options of small business ownership. Gifted and talented students (selected on the basis of grades and teachers' evaluations) are offered this course to provide them with an introduction to the career option of small business ownership and management skills needed for successful operation of a small business. Students were excused from regular vocational classes one day per week for the two and a half hour class for one semester.

Stages 2 and 3

ID:0038

Title: UPPER VALLEY BUSINESS RESOURCE CENTER

Organization: Upper Valley Joint Vocational School

Contact Person: Jon Heffner
Coordinator
8811 Career Drive
Piqua, OH 45356
(513) 778-8419

Abstract:

The Business Resource Center is an ongoing service that provides a one-stop business assistance center for new and developing businesses. It is part of the state's Small Business Development Center (SBDC) system as well as The Small Business Management program funded by the Ohio Department of Vocational and Career Education.

Stages 4 and 5

ID:0039

Title: YOUR KEY TO SUCCESS

Organization: South-Western City Schools

Contact Person: Mariwyn Haueisen
Vocational Director
2975 Kingston Avenue
Grove City, OH 43123
(614) 875-2318

Abstract:

The purpose of this project is to provide opportunities for 16,000 district students and 80,000 community residents to view an informational and motivational video presentation on successful entrepreneur graduates, and to increase the viewers pride in the high school district. It has been used successfully to accomplish their goals, and in addition, the project helped the school district discover how many of their graduates are now entrepreneurs.

Stage 1

ID:0040

Title: ENTREPRENEURSHIP

Organization: Globe High School

Contact Person: Jim Richards
Marketing Education Teacher
501 Ash Street
Globe, AZ 85501
(602) 425-3211-Ext. 262

Abstract:

The Marketing Education Program at Globe High School has been developed to serve the educational needs of individuals within the framework of their marketing careers, whether they be preparing themselves for entry into the field, upgrading themselves in their work specializations, or involving themselves in management decision-making activities. The first two years of the program focus on marketing competencies for general employment. The third year is entitled Small Business Management, and meets the state requirement for Free Enterprise Credit. Each student is required to complete his/her own business plan, and may be combined with a work experience in a small business that earns high school credit.

Stage 3

ID:0041

Title: SMALL BUSINESS MANAGEMENT

Organization: North Central Technical Institute

Contact Person: Sharon Bendickson
Coordinator
1000 Campus Drive
Wausau, Wisconsin 54401-1899
(715) 675-3331 ext/360

Abstract:

The Small Business Management Program enables would-be small business operators, to evaluate their motives for starting a business, and to explore the feasibility of their proposed product and/or service to be successful. The program seeks to help people develop the skills needed to be a small business manager. An entrepreneurship certificate is offered to those who take 18 of the one-credit courses offered, and an Associate Degree is offered to those who complete 68 credits in small business management.

Stage 4

ID:0042

Title: RURAL WOMEN PROPRIETORSHIP

Organization: Rural Women Proprietorship Project

Contact Person: Darlene J. Farmer
Coordinator
825 High Street
Hazard, KY 41701
(606) 439-5856

Abstract:

The Rural Women Proprietorship Project provides rural women the opportunity to participate in training specifically designed to promote sex equity, and increase skills and knowledge necessary to successfully operate a small business.

The goal is to encourage women in a rural environment to overcome traditional sex bias and participate in training and counseling activities designed to enhance successful small business operations

The program provides a series of training workshops tailored to the needs of women entrepreneurs. The workshops are conducted in each of five counties that are served by Hazard Community College. Individualized counseling and technical assistance is also made available for specific problems of women in start-up and ongoing phases of business operation.

Stage 4

ID:0043

Title: CENTER FOR BUSINESS AND INDUSTRY

Organization: University of Toledo Community and Technical College

Contact Person: Dr. Ronald J. Sheppard
Director
2801 West Bancroft Street
Toledo, OH 43606
(419) 537-3109

Abstract:

The Center for Business and Industry engages in public and private partnerships for the development of customized training and other business outreach services in order to improve employee and manufacturing productivity, with special emphasis on small business. To meet client needs, the Center offers:

- o Training needs assessment
- o Employee/management training
- o Apprentice training in skilled trades
- o "Train the trainers" programs
- o Computer applications, including robotics and software development
- o Statistical Process Control implementation
- o Market surveys
- o Small business strategic planning
- o Proposal writing and effective presentations

Various members of the college faculty provide training on a contractual basis with each business.

Stage 5

ID:0044

Title: BUSINESS MANAGEMENT AND OWNERSHIP

Organization: Eden Area R.O.P.

Contact Person: Verda McMullen
Teacher/Coordinator
Marketing Education
15225 Wicks Blvd.
San Leandro, CA 94579
(415) 483-7219

Abstract:

The purpose of this course is to make high school students aware of their responsibilities in future roles as managers or business owners. In pursuit of this objective, the Marketing Education program provides an introduction of the skills, attitudes and knowledge of managers and entrepreneurs. A structured classroom curriculum, on-the-job cooperative training component, (which makes the students aware of managerial competencies), and a professional youth organization, DECA, (to develop leadership responsibilities and qualities) comprise the content of this curriculum. The course lasts for one school year, or nine months.

Stage 2

ID:0045

Title: YOUTH ORGANIZATION PROJECTS

Organization: Mid East Vocational School District

Contact Person: Georgiana Mangels
Marketing Education Coordinator
400 Richards Road
Zanesville, OH 43701
(614) 454-0101, Ext. 58

Abstract:

The school has a club activity period for high school students during which speakers and videotapes provide an orientation towards entrepreneurship for the members. Individual classes or entire clubs may use the videotapes and accompanying workbooks for their program. Local speakers are videotaped to add to this resource library.

Stage 1

ID:0046

Title: BUSINESS DEVELOPMENT

Organization: Nebraska Business Development Center
University of Nebraska at Omaha

Contact Person: Sterling B. Kent
Assistant Director
University of Nebraska at Omaha
Omaha, NE 68182
(402) 554-8381

Abstract:

There is currently a Nebraska Business Development Center, on each of the five University of Nebraska campuses. All their progams are scheduled through the Assistant Director of Training. Requests for programs by topic, date, time and place are received through a local Chamber of Commerce, commercial club or trade association. NBDC programs are conducted in 50 communities, more than 100 programs, with 5,000 participants each year. This is the tenth year of providing resource services to Nebraska businesses. Workshops are usually three-hour, non-credit programs offering tips to improve business operations, or to correct business problems. Local sponsors pay a minimum of $100 for each program, and are responsible for promotion of the workshops.

Stage 5

ID:0047

Title: EXPLORING ENTREPRENEURSHIP WITH HIGH SCHOOL STUDENTS

Organization: Beechwood High School

Contact Person: Mrs. Gerri Miracle
Home Economics Teacher
Beechwood High School
54 Beechwood Rd.
Ft. Mitchell, Kentucky 41017
(606) 331-1220, ext. 27

Abstract:

The purpose of this two-week unit in an Adult Living home economics class is to introduce high school seniors to entrepreneurship as a career option, and to teach them the overall risks and rewards of entrepreneurship.

Stage 1

ID:0048

Title: SMALL BUSINESS MANAGEMENT

Organization: Erie 2 Chautauqua-Cattaraugus BOCES

Contact Person: Donald Grasso
Director of Vo-Tech
3340 Baker Road
Orchard Park, N.Y. 14127
(716) 662-0135

Abstract:

This program is intended to assist the novice in initiating or improving business practices. The length of the program is 10 weeks in duration, three hours per week. It serves adults in the community with special emphasis on single parents and displaced homemakers.

Stage 5

ID:0049

Title: SMALL BUSINESS MANAGEMENT

Organization: Dutchess County BOCES Adult Program

Contact Person: Edwin Hostetter
Salt Point Turnpike
Poughkeepsie, N.Y. 12601
(914) 471-9203

Abstract:

This program includes eight three-hour sessions to help adults in the community determine the advantages and disadvantages of going into their own businesses. The program covers home-business requirements, insurance, bookkeeping, financing, credit, advertising franchising, and buying another business. The instructor draws on personal business experience and training as an accountant.

Stage 4

ID:0050

Title: BUSINESS INFORMATION PROCESSING

Organization: Ulster County BOCES

Contact Person: Business Instructor
P.O. Box 601
Port Ewen, N.Y. 12466
(914) 331-6680

Abstract:

This program instructs high school students on the role of business in the American economy. It teaches them how to plan for the future and correct problems as fast as possible. The principles of entrepreneurship are mentioned throughout the two-year study of data processing and accounting.

Stages 1 and 2

ID:0051

Title: STARTING A BUSINESS

Organization: Larchmont-Mamaroneck Center for Continuing Education

Contact Person: Paula Shamoian
Director
Mamaroneck High School
Palmer Unit
Mamaroneck, N.Y. 10543
(914) 698-9126

Abstract:

This is a three-hour workshop to help adults learn how to increase chances of success by starting their own businesses on sound financial footing. They will learn where to get financing, how much cash and credit is needed, and how to set up a bookkeeping system. Legal requirements, tax and record-keeping forms and incorporation information will be covered. Forms will be distributed and explained, and discussion encouraged. We have recently added this course to our offerings and have found evaluations made by students to be very positive.

Stage 4

ID:0052

Title: SMALL BUSINESS DEVELOPMENT CENTER

Organization: Corning Community College

Contact Person: Judy Smith
Director
24-28 Denison Parkway W.
Corning, NY 14830
(607) 962-9457

Abstract:

This program is one of many nationwide designed to assist small-business owners and operators in the establishment and/or profitability of their business. It is partially funded by the U.S. Small Business Administration and in New York it is also funded by the State Universities of New York Research Foundation.

Most activity is conducted in individual counseling sessions. A variety of seminar/workshops are held throughout the year to augment special needs which surface in counseling sessions.

Stage 5

ID:0053

Title: THE SMALL BUSINESS TRAINING PROGRAM

Organization: Entrepreneurial Development Center

Contact Person: Patricia Laino
Director
Herkimer County Community College
Reservoir Road
Herkimer, NY 13504
(315) 866-0300

Abstract:

In keeping with the state's efforts to foster economic development and small business success, Herkimer County Community College has established the Entrepreneurial Development Center on their campus to achieve the broad goals outlined in a five-year plan as follows:

- To establish and continuously operate the Small Business Training and Entrepreneur Center at the Herkimer County Community College for the broad purposes of promoting economic development through the Small Business Training Programs (SBTP), and provide ongoing assistance to small businesses in order that they continue to succeed and grow.

- To conduct two Small Business Training Programs (SBTP) this year. Each program will consist of five modules of four sessions each. Priority will be given to: (1.) expanding existing businesses, (2.) upgrading existing businesses and (3.) developing new businesses.

- To conduct five formative evaluations (one after each of the SBTP modules) in order to assess (according to the participants) the content and process activities of the training program.

- To maintain a continuous linkage with all past and present SBTP participants. Presently there are 163 SBTP graduates from Spring, 1985, through Spring, 1987.

- To be alert for, and be available to assist special populations who are in need of the SBTP and the services of the Center.

- To maintain a linkage with all small business resources aimed at successfully satisfying the Center's goals and objectives.

- To establish an Advisory Committee for the Small Business Training and Entrepreneur Center. This committee will provide additional guidance to ensure continuous effectiveness of the Center's activities.

Stages 4 and 5

ID:0054

Title: ONONDAGA NEW YORK STATE SMALL BUSINESS DEVELOPMENT CENTER

Organization: Onondaga New York State Small Business Development Center

Contact Person: Robert Varney
Director
1201 E. Fayette Street
Syracuse, NY 13210
(315) 475-0083

Abstract:

The Small Business Development Center provides management and technical assistance to start-up and existing small firms. It uses both paid and free consultants for training programs (20 percent of program) and direct, one-to-one counseling (80 percent of program).

There were 433 trainees in 12 training seminars which totaled nearly 18,000 training-contact hours. Such areas as construction management, mail-order businesses, business plan development, home-based businesses, small business for dislocated workers, etc.

In a 14-month period, October 1, 1986, to December, 1987, Onondaga Small Business Development Center serviced 501 small-business clients. The majority of the inquiries were in the following areas:

- o Small Business Start-ups -- 273 cases
- o Loan Information Assistance -- 83 cases
- o Marketing -- 56 cases
- o Business Plan Development -- 37 cases

The end result was that $1,320,000 of new money was created for the economy. Additionally, 158 jobs were created or saved.

Stages 4 and 5

ID:0055

Title: SMALL BUSINESS DEVELOPMENT CENTER

Organization: Small Business Development Center, Monroe Community College

Contact Person:
Colette Crowell
Director
Small Business Development Center
1000 East Henrietta Road
Rochester, N.Y. 14623
(716) 274-5001

Abstract:

This SBDC offers non-credit seminars that vary in length from one to six hours, and one week to months depending on need. They use professional consultants to teach potential and existing small-business owners, mostly in counseling format.

Stages 4 and 5

ID:0056

Title: WOMEN & MINORITY BUSINESS OWNERS PROGRAM

Organization: Institute for Business, Industry and Government
Orange County Community College

Contact Person: Diane Daniels
Coordinator
11 Bennett Street
Middletown, NY 10940
(914) 343-4926

Abstract:

Eighteen low-cost training courses were scheduled from January through May. Subjects include advertising, marketing, tax preparation, computers, record keeping, managing, and networking. Twenty to 30 business owners were expected to participate in the courses. The program aims to have served 500 women and minority business owners when the project ends. They aim to have 600 women and minority business owners listed in a directory currently available, entitled Women and Minority-Owned Businesses in Orange County. The benefit of this program is for each participating business owner to utilize knowledge gained from the seminars to expand and maintain his/her business.

Stage 5

ID:0057

Title: BUSINESS, INDUSTRY AND GOVERNMENT PROGRAMS

Organization: Institute for Business, Industry and Government
Orange County Community College

Contact Person: Margaret Hoffman
Director
Orange County Community College
115 South St.
Middletown, NY 10940
(914) 343-4926

Abstract:

This institute provides training and retraining of existing business owners and employees to support economic development in New York state. Courses vary based on the needs of the community.

Stage 5

ID:0058

Title: BUSINESS SUPPORT FOR TARGETED GROUPS

Organization: Genesse Community College

Contact Person: Lynn Van DerBeck-Emmert
Director
Development Center for Business
1 College Rd.
Batavia, NY 14020
(716) 343-0055

Abstract:

The entrepreneurship programs at Genesee Community College are a series of workshops designed to upgrade the skills of business owners and potential business owners. The format includes a series of workshops which vary in length and content. The workshops include such subjects as small business start-up, bookkeeping, business plan development, financing, how to run a catering business (or consulting, exporting, daycare, etc.), getting started in manufacturing, etc.

Each workshop is taught by a person who has expertise in the subject area taught. Many of the instructors are professors from the college. Some are business owners. Others work in the field they are teaching.

The desired outcome is simply that participants learn the skills necessary to be successful in business.

Stages 4 and 5

ID:0059

Title: CERTIFICATE IN ENTREPRENEURSHIP

Organization: Rockland Community College

Contact Person: Lynn Lindeman
Dean
145 College Road
Suffern, NY 10901
(914) 356-4650

Abstract:

The credit-free Certificate in Entrepneurship is designed for those individuals who want to learn how to set up and manage their own businesses, to become entrepreneurs. Those already in business can learn the skills necessary to make their businesses thrive. In order to receive a certificate, the individual must complete all 18 course units taken from the PACE curriculum published by The Ohio State University.

Stages 4 and 5

ID:0060

Title: WOMEN & MINORITY ENTREPRENEURSHIP PROJECT

Organization: Buffalo Public Schools

Contact Person: Carol LeClair
Project Coordinator
Room 808, City Hall
Buffalo, NY 14202
(716) 842-7906

Abstract:

This project is designed to help existing businesses owned by women or minorities. It is organized to train them in business management skills specific to their businesses. They should have zero to ten employees with the owner working full time in the business. It includes four-hour workshops (8 - 12), one-hour seminars (12 - 20), and personal consultations. The program offers these people assistance for a whole year.

Stage 5

ID:0061

Title: SMALL BUSINESS LEARNING CENTER

Organization: SUNY College of Technology

Contact Person: Ed Fay
Director
Canton, NY 13617
(315) 386-7036

Abstract:

This center provides needed sources to prospective and established small business owners. It provides seminars, individual consultation, and advice on financial assistance and business plans.

Stages 4 and 5

ID:0062

Title: SUCCESSFUL SELF-EMPLOYMENT

Organization: Adult and Continuing Education,
Board of Cooperative Educational
Services.

Contact Person: Rosemary Longo
Coordinator
Board of Cooperative
Educational Services
Pines Bridge Road
Yorktown Heights, NY 10598
(914) 962-4787

Abstract:

This course is for you if you are unhappily employed, unemployed, under-employed, or underpaid; if you want help in identifying a second career; or want to do better. Topics include: running a business from your own home, small business entrepreneurship, effective communications, tapping new levels of inspiration. It is a seven-hour course offered on a tuition basis.

Stage 4

ID:0063

Title: SMALL BUSINESS COMPUTER WORKSHOPS

Organization: New York City Board of Education

Contact Person: John B. Adam
Assistant Director
Adult Occupational Training Program
347 Baltic Street
Brooklyn, NY 11201
(718) 935-4382

Abstract:

The state education department funded these workshops to train existing entrepreneurs in computer technology. The workshops are designed around the computer needs of small, growing businesses. It enables entrepreneurs to choose, implement, and maintain the computer-based management information system most appropriate to their priorities and concerns.

Stage 5

ID:0064

Title: CONTINUED EDUCATION IN BUSINESS & INDUSTRY

Organization: Port Washington Union Free School District

Contact Person: Jean Napper
Director of Community and Educational Support
99 Campus Drive
Port Washington, NY 11050
(516) 883-4000 x321

Abstract:

The adult education program consists of a number of different courses to provide improved skills and techniques for Port Washington community businesses. They include:

- o Storefronts that Invite Customers - A one night session to help storeowners improve their store windows to help attract customers.
- o Alien Amnesty Law for the Business Community - A one-time informational session designed to help business owners become aware of the law affecting their hiring practice.
- o Home-Based Businesses - The "how-to" of starting and running a home-based business; will provide skills to individuals who want to operate a business enterprise from their home.
- o How to Start Your Own Business - The "how-to" of starting a business.
- o ESSTG- & VEA-funded programs for businesses - Providing training in computers, supervision and interpersonal communication based on specific company need; all funded programs are designed to improve productivity and increase business returns.

Stages 4 and 5

ID:0065

Title: BUSINESS/INDUSTRY TRAINING

Organization: BOCES I Suffolk

Contact Person: Sharon Fagan
Supervisor of Special Programs
313 W. Main St.
Riverhead, New York 11901
(176) 727-1984

Abstract:

The program is just beginning its business/industry training programs. Plans are to offer short-term and employer-specific training. A variety of locations will be utilized including the BOCES Technical Center, local community college and on-site locations for business/industry.

Stage 5

ID:0066

Title: ENTREPRENEURIAL EDUCATION RESOURCE CENTER (EERC)

Organization: State University of New York
College of Technology

Contact Person: Mr. Gene Yelle
Administrator
P.O. Box 3050
Utica, New York 13504-3050
(315) 792-7540

Abstract:

The EERC is responsible for collecting, evaluating, indexing and disseminating entrepreneurial, business and economic information to teachers of grade levels six through 12 to assist in teaching entrepreneurship courses. Video tapes and speakers may be used to supplement literature requested by the teacher. The information may be obtained from the center, or from the original source, as indicated in the directory. Regional seminars and workshops are also scheduled to supplement the information. Most services and data are offered at no cost.

Teacher Education

ID:0067

Title: COMPETENCY-BASED SMALL BUSINESS OWNERSHIP & MANAGEMENT FOR SINGLE PARENTS & HOMEMAKERS

Organization: The School for Business and Commerce

Contact Person: Norman Nager
Business Management Instructor
350 Broadway
San Francisco, CA 94133
(415) 565-9600

Abstract:

The purpose of this course is to offer management training for single parents and home makers to ensure business success, to identify entrepreneurship as an option for achieving financial independence, and to serve as a resource for students who start their own businesses.

The course, which meets in three-hour sessions, five days a week, for four and a half months, has four key components:

1. Small Business Management -
   Students learn how to set up and manage a small business, and to determine their potential for a viable entrepreneurial career.

2. Economics -
   Students learn the basic concepts of macro, micro and consumer economics which directly affect managing a small business.

3. Computer Applications in Business
   Students are trained in computer literacy skills, including use of computers in business, knowledge of IBM/PC keyboard, business management simulations and information organization.

4. Career Development -
   This component includes self-assessment; resume, cover letter, and thank-you writing; and interviewing techniques.

Stage 4

ID:0068

Title: BUSINESS AND PROFESSIONAL DEVELOPMENT INSTITUTE

Organization: Bronx Community College

Contact Person: Claude D. Grant
Director
Business & Professional
Development Institute
West 181st Street & University Avenue
Bronx, New York 10453
(212) 220-6231/6238

Abstract:

Bronx Community College has been actively involved in helping to improve the economy of the city, and in contributing to the economic welfare of the community. The college established the Business and Professional Development Institute (BPDI) to promote campus-business linkages, and to provide employee training and professional courses and seminars. The college has begun to network with businesses throughout the Bronx offering a variety of free and low-cost services.

A partial list of the types of training offered through the institute includes computer applications for business, retailing, marketing, advertising, business law, chemical safety training (required by law), written and oral communications, manager and supervisor training, etc.

The BPDI also customizes courses and provides consultancies on a fee basis.

Stage 5

ID:0069

Title: C.A.S.T. ENTREPRENEURIAL EDUCATION PROJECT

Organization: College of the Arts, Science and Technology

Contact Person: Dr. A. Sangster
President
College of the Arts, Science and Technology
237 Old Hope Road
Kingston, Jamaica
(809) 927-1680

Abstract:

The purpose of the program is to integrate entrepreneurial education into the curriculum at the College of the Arts, Science and Technology.

Stage 3

ID:0070

Title: ENTREPRENEURIAL SKILLS CENTER

Organization: East Bay Small Business Development Center

Contact Person: Ananda Shakti
Executive Director
Chairman of the Board
Entrepreneurial Skills Center
3871 Piedmont Ave.
Oakland, CA 94611
(415) 428-0944

Abstract:

The purpose of the center is to provide entrepreneurial training and education to promote and create a small business community with high ethical standards, strong interaction skills, and a deep community spirit. It is specifically targetted to help women, youth, minorities and the handicapped.

The center offers classes in communication, motivation, partnership, advertising, customer service, computers, financing, etc.

The high school program is offered as a regular class at the school. Students may register for one semester of the course, or two semesters if they want to open businesses. The center tries to make additional classes available, and encourage the students to take more than one year.

Adults take 20 sessions of class in 10 weeks. They are also encouraged to take additional classes.

Stages 4 and 5

ID:0071

Title: ENTREPRENEURSHIP CHALLENGE GRANT

Organization: Second Supervisory District--
Suffolk County

Contact Person: Donna H. Keirsbilck
Director of Occupational and
Technical Education
201 Sunrise Highway
Patchogue, New York 11772
(516) 563-1013

Abstract:

The five-month program will offer high school students an introduction, overview and direct involvement with day-to-day activities of an operating successful franchise. The involvement will be unique in providing a perspective from both the manufacturer who sells the franchise and the local operator who has purchased one. An awareness of the relationship and mutual support is critical to an understanding of this popular form of entrepreneurship.

The program will help students develop an understanding of research, management, sales and accounting skills, as well as an understanding of business planning, quality control and customer relations.

Stage 2

ID:0072

Title: ENTREPRENEURSHIP
(SMALL BUSINESS OWNERSHIP)

Organization: Pioneer High School

Contact Person: Janet Duell
Business Education Instructor
2650 Eighth Street
Redding, California 96001
(916) 243-1880

Abstract:

The purpose of this course is to provide awareness and competencies in small business ownership.

Based on a school calendar of six-week units, the school uses PACE, an entrepreneurship curriculum developed by The Ohio State University. The class covers three PACE modules per unit, which allows time for gaining a general background of the module topic by studying Levels One and Two. Additional information is imparted to the students from other sources, such as Level Three of the module, guest speakers, worksheets, magazine and newspaper articles, and videos. At the end of each module, students' understanding of the topic is evaluated.

The content of the course provides the students with an overall awareness of entrepreneurship. Therefore, the student is equipped with knowledge, skills and attitudes that make him a more effective consumer, employee and possibly, an entrepreneur.

Stages 2 and 3

ID:0073

Title: APPLIED ENTREPRENEURSHIP EDUCATION

Organization: Carroll County AVEC

Contact Person: Carolyn Barnes
Project Director
P.O. Box 333
Carrollton, KY 41008
(502) 732-4479

Abstract:

Applied Entrepreneurship Education is a two-year course designed for students who have an interest in owning and operating a small business. During the first year students progress through two phases of training: development of knowledge in the basic principles of entrepreneurship and applied learning through internship in five different mini-shops located in the classroom. During these first two phases the students develop and use such skills as planning and problem-solving, understanding economics, managing a small business, and developing innovative ideas for new products and services. During the second phase they actually open businesses in the school.

Second-year students are those high school graduates who return from the first year of training. During the second year, students operate a small business located off campus, in one of the communities which the vocational school serves. Community involvement in this program is strong with a group of business people anxious to be mentors or help in any way possible.

Stages 1-2-3-4

ID:0074

Title: ENTREPRENEURSHIP AS A CAREER

Organization: Beechwood High School

Contact Person: Gerri Miracle
Home Economics Teacher
Beechwood High School
50 Beechwood Road
Ft. Mitchell, Kentucky 41017
(606) 331-1220, ext. 27

Abstract:

The purpose of this program is to incorporate entrepreneurship education through cooperative endeavors of home economics, guidance and counseling. The entrepreneurship education is part of the home economics classroom experience for high school seniors, and part of guidance and counseling sessions for sophomores who are potential vocational-technical students. Entrepreneurship reference materials are provided in the school library.

Stage 2

ID:0075

Title: SMALL BUSINESS DEVELOPMENT CENTER

Organization: Sullivan County Community College

Contact Person: Professor Joel Lerner
Chairman of Business Division
Sullivan County Community College
Loch Sheldrane, New York 12759
(914) 434-5750

Abstract:

The purpose of the Sullivan County Community College's Business Division, as part of the Small Business Development Center (SBDC), is to counsel individuals in the county who are interested in starting new businesses or have questions about existing businesses. A representative from the SBDC goes to the college each week to meet with these people. The Business Division is responsible for arranging the appointments and providing the facilities, materials and expertise in the entrepreneurial areas.

Stages 4 and 5

ID:0076

Title: SMALL BUSINESS MANAGEMENT

Organization: Warren County Career Center

Contact Person: Vicky K. Rash
Warren County Career Center
3525 North St., Rt. 48
Lebanon, Ohio 45036
(513) 932-5677

Abstract:

The purpose of this program is to offer entrepreneurship education to people high school age or older, including prospective and existing business owners. Single parents and homemakers are a special target audience for the program. The program, which teaches the principles of business ownership, may be short-term, lasting one full day or more; or long-term, lasting the entire school year, or about 100 hours.

Stages 3-4-5

ID:0077

Title: ENTREPRENEURSHIP EDUCATION INFUSION GRANT

Organization: Western Lake County Vocational Education District

Contact Person: Patricia O'Hanlon
Director
2705 River Road
Willoughby Hills, Ohio 44094
(216) 942-1742

Abstract:

The purpose of this grant was to teach secondary school students basic concepts of entrepreneurship, and establish a business within the school.

Business classes established a novelty shop, purchased materials and sold a product. While operating this shop students learned accounting, banking, cost, profit, ordering and merchandising practices.

The school also held an Entrepreneurship Fair where various speakers focused on important steps in starting a small business. Students were provided with realistic expectations as far as goals, income and the length of time necessary to establish a profitable business.

An International Trade Workshop was conducted. Students formed companies to buy a line of foreign products. Students learned about delivery time, shipping rates, duties charged on imports, and the rates of foreign exchange.

Stage 2

ID:0078

Title: WHITE PLAINS CONTINUING EDUCATION

Organization: White Plains Public Schools

Contact Person: Andrew L. Monzello
Director of Continuing Education
228 Fisher Ave.
White Plains, NY 10606
(914) 422-2333

Abstract:

The purpose of this workshop is to teach adults in the community the skills, techniques and processes necessary to start their own businesses. The lecture-discussion workshop consists of two six-hour sessions held on Saturdays.

Stage 4

ID:0079

Title: SMALL BUSINESS TRAINING PROGRAM FOR SINGLE PARENTS

Organization: Blue Valley Community Action, Inc.

Contact Person: Richard D. Nation
First National Bank Building
P.O. Box 273
Fairbury, Nebraska 68352
(402) 729-2278

Abstract:

The purpose of this program is to to meet the special employment and training needs of single parents and women in crisis. The program offers direct work experience, individual counseling, self-esteem and other business-related workshops. This program offers participants the opportunity to obtain jobs in a small business setting. Through the direct work experience and workshops, persons will gain first-hand knowledge of small business operations.

Stage 5

ID:0080

Title: THE YOUTH ENTERPRISE CENTRE

Organization: YM/YWCA

Contact Person: Christl Stenger
Program Coordinator
1550 Carling Avenue
Ottawa, Ontario
Canada K1Z 7P8

Abstract:

The Youth Enterprise Centre offers students high-school age and older a complete package of all the tools required for the start-up and establishment of a business. Upon admittance to the Centre, each entrepreneur may or may not be asked to attend a series of seminars in order to update and refine their business techniques.

The number of seminars to be attended is completely dependent on the knowledge, skill and experience of the entrepreneurs involved. The seminars range from 20 hours to 12 weeks in duration. After completing the seminars, each entrepreneur would have fully developed an operational business plan including financial projections.

If the business plan is accepted by the Youth Enterprise Centre, the entrepreneur will then be provided with a complete package of services made available to facilitate the success of his or her business. These services include, but are not limited to:

- o Individualized office or manufacturing space dependent on need
- o Heat, hydro and maintenance of common areas
- o Telephone answering and secretarial services
- o Use of computers and related software
- o Photocopying service.

In addition to the facilities provided, the Centre will have business consultants on staff to provide hands-on guidance and expertise to the entrepreneurs on all aspects of business operations which include, but are not limited to, accounting, marketing, financing and advertising.

Stages 4 and 5

ID:0081

Title: SMALL BUSINESS LEARNING CENTER

Organization: State University of New York--Canton
Canton College of Technology

Contact Person: Edward J. Fay
Director
Canton College of Technology
Faculty Office Building - Room 512
Canton, New York 13617
(315) 386-7030

Abstract:

The Small Business Learning Center is designed to provide needed services to prospective, new and established small business owners-managers. The center provides individual consultation for potential entrepreneurs, financial assistance counseling, and training information. Students at the center also learn how to formulate business plans, start a business step-by-step, and sell to the government.

Stages 4 and 5

ID:0082

Title: STARTING YOUR OWN BUSINESS

Organization: Erie, BOCES

Contact Person: P. Starowitz
Supervisor
2 Pleasant Avenue West
Lancaster, New York 14086
(716) 686-2102

Abstract:

This 36-hour course is designed for individuals who are interested in becoming successful entrepreneurs. Students are informed of the advantages and disadvantages of owning a small business. Course training topics include an introduction to marketing, finance, personnel operations and business planning. Participants also deal with self-assessments of their managerial potential, as well as developing a business plan. Individual business counseling is also provided for each student.

Stages 4 and 5

ID:0083

Title: SMALL MINORITY BUSINESS TRAINING PROGRAM

Organization: Government Law Center
University of Louisville

Contact Person: Carrie G. Donald
Associate Director
340 Gardiner Hall
University of Louisville
Louisville, Kentuckly 40292

Abstract:

The purpose of the program is to provide training in various areas of business management and finance to existing minority entrepreneurs. The training is provided in seven all-day workshops held on a monthly basis. The program provides management and financial assistance in areas requested by existing minority business owners in order to assist them in being successful members of the entire business community. The workshop topics include:

- o business plan development
- o marketing
- o financial planning
- o strategic planning
- o construction management
- o the basics of supervision
- o governmental contracting opportunities.

Stage 5

ID:0084

Title: FASHION MERCHANDISING

Organization: Southeast Community College

Contact Person: Dr. Linda Alexander
Program Supervisor
Southeast Community College
8800 "O" Street
Lincoln, Nebraska 68520

Abstract:

The purpose of this 18-month program is to train students for employment in apparel retailing: in sales, as a buyer, in display and as an owner. During the program students take business-related courses in accounting, merchandising and business English. Students can earn an associate's degree or a diploma by satisfactorily completing the program. Program graduates will be qualified for positions in retail sales or entry-level retail management training, fashion coordinating, assisting the buyer or managing displays. The program combines the technology of fashion and the skills of business management.

Stage 3

ID:0085

Title: SMALL BUSINESS INFORMATION CENTER

Organization: Hazard Community College Business & Industry Technical Assistance Center (BITAC)

Contact Person: Wayne M. Larsen
Coordinator
825 High Street
Hazard, Kentucky 41701
(606) 439-5856

Abstract:

The Small Business Information Center is an outreach program of Hazard Community College intended to promote economic development and employment growth through entrepreneurial education and the support of small businesses. The center offers a series of small business workshops on topics of interest to the entrepreneur, such as business management and counseling skills training. Prospective entrepreneurs are provided with business consulting services and incubator office space within the center.

The program operates in an isolated five-county region of southeast Kentucky with a poor undereducated population that has been economically dependent on the coal industry.

Stages 4 and 5

ID:0086

Title: SMALL BUSINESS OWNERSHIP

Organization: San Gabriel High School--
Alhambra School District

Contact Person: Calvin M. Chamberlain
Teacher
San Gabriel High School
801 Ramona Street
San Gabriel, CA 91776
(818) 308-2371

Abstract:

This one-year course prepares economically disadvantaged junior and senior high school students for the complexities of the business world, and allows them to earn applied economics and computer literacy credit. The students learn the design and management of a small business to enhance their technical skills and increase their chances of success and survival.

Stages 2 and 3

ID:0087

Title: SMALL BUSINESS MANAGEMENT

Organization: Fontana High School

Contact Person: Dave Prather
Coordinator
Fontana High School
9453 Citrus Avenue
Fontana, CA 92335
(714) 350-7584

Abstract:

The purpose of this course is to teach high school students skills in planning, decision-making, interpersonal communication and entrepreneurial spirit necessary to be a successful small business operator. The class is divided into two crews. Each crew works in the classroom one week while the other crew operates the school retail store. The crews alternate weeks throughout the year. In the store, each student learns to operate the cash register, fill out sales slips, count change, and do the payroll and inventory through a computer. Students in the classroom operate computers using simulations and software necessary for store tracking, speakers and testing.

Stages 2 and 3

ID:0088

Title: SMALL BUSINESS OWNERSHIP AND MANAGEMENT (ENTREPRENEURSHIP)

Organization: Modesto City Schools

Contact Person: Lynn Block
Marketing Education Instructor
Modesto City Schools
426 Locust
Modesto, CA 95350
(209) 576-4068

Abstract:

The purpose of both the adult- and high school-levels of the course is to instruct students in areas related to business ownership and to provide application of necessary skills. Students develop skills and competencies in business mathematics, management and communication techniques, sales effectiveness, advertising, credit and collection, legal issues, marketing strategies, motivation and a complete business plan.

During the last quarter of the course, the high school students complete an internship with a small business. They are allowed to choose businesses similar to those they are interested in starting.

The adult program encompasses the same concepts tailored to the needs of the individuals in the program. Students are able to select the modules that will benefit them in attaining their goals or in managing a business. Adults who complete the prescribed series of courses receive the same certificate as the high school students. Adults may also receive certificates for individual modules completed.

Stage 3

ID:0089

Title: SECONDARY ENTREPRENEURSHIP

Organization: Department of Vocational Education
University of Kentucky

Contact Person: Sandra W. Miller
Associate Professor
Department of Vocational Education
University of Kentucky
Dickey Hall
Lexington, Kentucky 40506-0017
(606) 257-1210 or (606) 257-4271

Abstract:

The course is designed to be taught as a one-semester class for upperclass secondary Business and Office students and others who choose it as an elective. Its purpose is to provide students with operational information concerning the initiation, management and evaluation/follow-up of an entrepreneurship endeavor. The instructors guide students through the steps that result in successful small business experiences.

Topics addressed in the course include:

- o Entrepreneurship: necessary personality, major risks
- o The Business of Entrepreneurship: economics, trends, goods and services.
- o Small Business Ownership: pros/cons, licensing, marketing
- o Financing: loan options, financial support, capital needed
- o Recordkeeping: cash flow, credit policies, financial reports
- o Legal Issues: regulations, taxes, owner responsibilities
- o Inventory: needs, purveyors, pricing
- o Employee Relations: hiring, training, job descriptions
- o Professionalism: networking, management skills.

Stage 2

ID:0090

Title: SMALL BUSINESS MANAGEMENT EDUCATION

Organization: Tucumcari Area Vocational School

Contact Person: R. Neal Cassell
Director
Small Business Assistance Center
824 West Hines
P.O. Box 1143
Tucumcari, New Mexico 88401
(505) 461-4413

Abstract:

The purpose of this program is to help people who plan to open a small business, and those who already own or manage a business, but want further specialized training. The course work is custom-designed with the individual's needs in mind. A large part of the clients are Hispanic or ranchers' wives, and tourism is a special focus. The program is divided into four kinds of activities:

1. Workshop instruction - three hours, once a month
2. Small group instruction - as needed
3. Individualized instruction - monthly, half-day, on-site visits.
4. Instruction in business techniques.

The business techniques taught in different trimesters of the three-year program include business planning, finances and recordkeeping, employee relations, advertising/marketing, taxes, insurance and adaptation to change.

Program participants can also use the Small Business Assistance Center, which contains resource materials such as reference books, periodicals, computer hardware and software, and self-paced instructional and self-help programs.

Stages 4 and 5

ID:0091

Title: SECOND CHANCE FOR DISPLACED HOMEMAKERS

Organization: Butler County Community College

Contact Person: Margaret Watts
Director
BCC Community Resource Center
613 N. Main St.
El Dorado, KS 67042
(316) 321-4030

Abstract:

This program, which meets for three hours daily for three months, is to help displaced homemakers learn to operate their own home-based service businesses. The program encourages the women to develop business plans, start-up businesses within six months of completing the program or to enroll in further vocational/educational training.

The program takes a deliberate chance on the skills and abilities of an economically risky group, the displaced homemakers. Self-management plans are developed by each trainee, including areas of assertiveness, stress management, and communication skills.

The home-based service business is an unusual emphasis in the Butler County area, and generates both interest and support from the community.

Stage 4

ID:0092

Title: ENTREPRENEURSHIP INSERVICE

Organization: University of Kentucky
Hopkinsville Community College

Contact Person: Margaret D. Smith, Ph.D.
Coordinator of Continuing Education
Hopkinsville Community College
P.O. Box 2100
Hopkinsville, Kentucky 42240
(502) 886-3921, ext 121

Abstract:

This program's purpose was to introduce community college faculty and vocational educational administrators to materials that could introduce entrepreneur concepts into the curriculum. About 85 books or booklets that could be used in adding courses or instructional units on entrepreneurship were introduced. The two inservice sessions lasted one and a half to two hours. The participants identified ways in which they might introduce entrepreneurship into their professional activities as a part of the program. They identified appropriate materials, made the materials accessible, created a resource for the business community to support entrepreneurs, and provided program participants with an annotated bibliography.

Teacher Education

ID:0093

Title: PROFILING ENTREPRENEURSHIP EDUCATION PARTICIPANTS

Organization: University of Kentucky
Hopkinsville Community College

Contact Person: Margaret D. Smith, Ph.D.
Coordinator of Continuing Education
Hopkinsville Community College
P.O. Box 2100
Hopkinsville, Kentucky 42240
(502) 886-3921, ext. 121

Abstract:

This 15-hour program piloted an entrepreneruship workshop for adults and researched the characteristics of the 20 participants after they had completed an instrument, "The Entrepreneur in You," a widely used personality inventory, the Myers-Briggs Type Inventory, and a statement of post-workshop intent. The research took place in an effort to describe who participates in entrepreneurship education. No personality pattern was evident, and the group showed consistency with a number of traits shown to be typical among small business owners. The group was more highly educated, less likely to be first or only children, and showed preference for more sedentary leisure activities than is typical.

The project met three objectives: to profile participants in entrepreneurship education to determine instructional audience, to pilot a workshop and to determine topics of interest for entrepreneurship learners, and to provide a descriptive report to assist entrepreneurship education planners.

Stage 4

ID:0094

Title: THE SMALL BUSINESS CENTER AT THE FASHION INSTITUTE OF TECHNOLOGY

Organization: Fashion Institute of Technology

Contact Person: Elaine Stone
Director
Fashion Institute of Technology
7th Avenue at 27th Street
Room C110
New York, New York 10001
(212) 760-7250

Abstract:

The purpose of the program is to meet the need for services and support systems that address small business and entrepreneurial issues. The Small Business Center at F.I.T. supports the critical role that entrepreneurship plays in the American system by preparing present and future small business owners in the entrepreneurial process. The program offers basic skills instruction in small business management through seven credit-bearing courses, each course lasting one semester.

Stages 4 and 5

ID:0095

Title: EXPORT ADVISORY SERVICE

Organization: Fashion Institute of Technology

Contact Person: Elaine Stone
Director
Fashion Institute of Technology
7th Avenue at 27th Street
Room 110C
New York, New York 10001
(212) 760-7250

Abstract:

The service offers practical guidance and technical assistance to firms with little or no export or international trade experience. The service trains company management (through workshops, information resources and an advisory desk) to find foreign markets for their products in the simplest, most productive way.

Stage 5

ID:0096

Title: BUSINESS MANAGEMENT/ENTREPRENEURSHIP

Organization: Central High School
Jefferson County School District

Contact Person: Joan Chambers and Sue Hall
Instructors of Business Management
& Entrepreneurship Career Management
1130 W. Chestnut St.
Louisville, Kentucky 40203
(502) 454-8226

Abstract:

The purpose of this program is to provide high school students with exploration (ninth grade) and advanced training (tenth through twelfth grades) in a management program. Special projects are incorporated into the program. The program introduces students to the business world, providing students with its positive and negative aspects, and helps develop students' management skills.

The nine-week exploratory course, or "magnet" program, provides practical experiences in management skills, and helps students decide whether or not to enter the management program.

The three-year advanced program format includes running a simulated business, doing market research, learning zoning regulations.

Students get hands-on training in the start-up and operation of a business. The students earn "capital" for business start-ups by earning points for learning in class.

Stage 1-2-3

ID:0097

Title: SMALL BUSINESS OWNERSHIP & MANAGEMENT
Organization: Vista High School

Contact Person: Wayne Ford
Teacher/Department Chair
Vista High School
400 E. Bobier
Vista, California 92084
(619) 726-5611, ext. 4122

Abstract:

This two-semester course for high school students teaches them business operations and management techniques, as well as how to write an acceptable business plan to start a new business.

Students learn with 18 units of PACE, an entrepreneurship education curriculum developed by The Ohio State University, enhanced by additional relevant materials, computer simulations and available speakers from the business community. The students receive practical experience through management of the student store.

Stage 3

ID:0098

Title: BUDDING ENTREPRENEURS
and
ENTREPRENEURSHIP: A SECOND YEAR

Organization: Western High School

Contact Person: Donald F. Connelly
Vocational Agriculture Teacher
Box 367 Russiaville, IN 46979
(317) 883-5541

Abstract:

The purpose of the two-semester "Budding Entrepreneur" class is to introduce basic entrepreneurial concepts to high school students. During the course students gain an awareness of entrepreneurship; develop individualized business plans for starting "agribusinesses" and do a personal assessment of their entrepreneurial potentials. They are also introduced to economic concepts and accounting.

The purpose of the second-year entrepreneurship class is to help the students do a more in-depth study of entrepreneurship. During the two-semester course students focus on entrepreneurial decision-making, evaluate their resources--mind, miracle and money--and select business formulas to receive their rewards--profit and satisfaction. Students learn with computer software, which is used to enhance the curriculum, economic education and word processing, which is used to write the individual business plans.

Students use a workbook entitled The Young Entrepreneur written specifically for this course by Connelly and Dr. William Hamilton of Purdue University.

Stages 2 and 3

ID:0099

Title: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT CURRICULUM (ESBM)

Organization: Florida State University
College of Business

Contact Person: Dr. John R. Kerr
Director
Small Business Development Center
Florida State University
Tallahassee, Florida 32306-1042
(316) 321-4030

Abstract:

The purpose of this two-year program is to prepare junior and senior undergraduate business students for entrepreneurial and small business management opportunities following graduation. Students learn entrepreneurial and small business management concepts and skills, including preparing a business plan and consulting with existing small businesses.

Students apply for admission to the ESBM program during Fall Semester each year. Those admitted start the program during the Spring Semester of the same academic year. Following graduation from college and the program, students are in a positon to start their own businesses, provided they have the capital.

Stages 3 and 4

ID:0100

Title: MONESSEN YOUTH ENTERPRISE DEMONSTRATION PROJECT

Organization: Diversified Human Services
University of Pittsburgh

Contact Person: Denys M. Candy
Director
Youth Enterprise Demonstration
University of Pittsburgh
Second Floor
Eastgate Eight
Monessen, PA 15062
(412) 684-9000, ext. 210

Abstract:

The program's purpose is to enhance the future economic and leadership base of the area by assisting young entrepreneurs to develop their untapped potential and create employment opportunities through enterprise.

The center has conducted market research to determine some of the enterprise opportunities available in its area. The center has also planned a marketing strategy to recruit young entrepreneurs, as well as appropriate resources for training. Program participants can also find assistance in selecting enterprise prospects at the center.

Stage 4

ID:0101

Title: SEMINAR PROGRAMS FOR SMALL BUSINESS/ ENTREPRENEURS

Organization: Westchester Community College

Contact Person: Elaine Sall
Program Specialist
Westchester Community College
75 Grasslands Road
Valhalla, New York 10595
(914) 285-6658

Abstract:

The purpose of the program is to assist small business owners or those planning to go into business with information and skills necessary to maintain their competitiveness and increase the margin for success.

The program offers courses to entrepreneurs and prospective entrepreneurs on the following topics:

- o Advertising for the Small Business
- o How to Write A Business Plan
- o Accounting and Bookkeeping for Small Businesses
- o Face to Face: Retail Salesmanship
- o Direct Marketing
- o Going Into Business: Getting Started.

Stages 4 and 5

ID:0102

Title: BACHELOR OF ARTS IN BUSINESS ADMINISTRATION WITH A SPECIALIZED OPTION IN ENTREPRENEURSHIP

Organization: National College of Education

Contact Person: Jim Paradiso
National College of Education
18 S. Michigan Avenue
Chicago, Illinois 60603
(312) 621-9650, ext. 2206

Abstract:

The National College of Education's Curriculum Council has approved a new Bachelor of Arts degree in Business Administration with a specialized option in Entrepreneurship. Designed for students to explore an entrepreneurial career realistically and in detail, the Entrepreneurship curriculum includes six new courses: Entrepreneurship; Accounting for Entrepreneurs; Finance for Entrepreneurs; Marketing for Entrepreneurs; Practicum for Entrepreneurs; and Business Planning for Entrepreneurs.

The National College of Education in Chicago is also the permanent home for the Entrepreneurial Services Committee of the MIT Enterprise Forum of Chicago.

Stage 3

ID:0103

Title: MID-FLORIDA RESEARCH AND BUSINESS CENTER

Organization: Daytona Beach Community College

Contact Person: Evelyn Fine
Executive Director
Mid-Florida Research & Business Center
Daytona Beach Community College
P.O. Box 1111
Daytona Beach, Florida 32015
(904) 254-3063

Abstract:

The Mid-Florida Research and Business Center is a comprehensive program providing a wide range of research and consulting services to businesses and government. The center provides economic and demographic data to these groups, and also consults in such areas as management skills, organization structure, business planning, international trade and marketing. The center also offers a RISE (Readying Individuals for Successful Entrepreneurship) Program, which prepares new business owners in the surrounding community.

Stages 4 and 5

CURRICULUM/RESOURCES USED

BOOKS AND TEXTS

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- Marketing Math. Cincinnati, OH: South-Western Publishing Co.
- Materials for Entrepreneurship Education. Kent, Calvin A.
- Merchandising and Buying. Hawkins, Rebecca.
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STATE LEADERSHIP
ACTIVITY REPORTS

STATE-OF-THE-STATES REPORTS

1987

- Arizona
- California
- Connecticut
- Delaware
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ENTREPRENEURSHIP EDUCATION IN ARIZONA

A Summary of Selected Activities

Submitted by:
David Muehlbauer
Arizona Department of Education
June, 1987

For the past several years Arizona has undertaken various projects to develop and improve entrepreneurship education. During the 1986-87 academic year, Arizona became a participant in the National Entrepreneurship Education Consortium. Through participation in this organization, Arizona has had the opportunity to become aware of the activities of other states relative to entrepreneurship education. This report highlights several activities currently taking place in Arizona.

Secondary Entrepreneurship Courses

Several high school districts have implemented one semester courses in entrepreneurship as a part of the Marketing Education curriculum. Schools implementing these courses are located in both metropolitan areas and in several rural communities. Where the programs are offered in rural communities, these courses are viewed as one component in the economic development effort. High school entrepreneurship courses are designed to provide an overview to entrepreneurship/small business managment as a career option, and to assist students in developing some basic business planning skills. Students taking advantage of these courses are frequently students who have not been involved in other vocational education courses. The curriculum materials used include several national resources, such as PACE and BEYOND a DREAM.

Entrepreneurship Curriculum

The Arizona Department of Education and the Arizona Center for Vocational Education are in the process of developing a new competency-based curriculum guide for Marketing Education. This curriculum guide will include General marketing, Retailing, and Entrepreneurship. The entrepreneurship portion of the curriculum guide is based on a set of competencies which were validated by a panel of entrepreneurs in 1986. The completed guide follows a modified V-Tecs format, and includes identification of competencies and tasks, performance objectives, enabling objectives, suggested instructional techniques, and resources. The completed guide will be disseminated during 1987-88.

Core Entrepreneurship Competencies for Vocational Education

As a part of the overall process of identifying and validating occupational competencies in vocational education programs, a set of common or "core" competencies is being identified. This set of core competencies will include areas of employment and career transition, and responsibility skills. It is envisioned that certain competencies in entrepreneurship will become a part of the core, as students in all vocational programs should be aware that self employment and new business development are alternative career options. A tentative set of core competencies in entrepreneurship has been developed (See attachement). Additional development in this area will occur during 1987-88.

Summer Entrepreneurship Institute

During the summer of 1988 two local educational agencies will be offering Entrepreneurship Institutes to selected vocational student leaders. These projects are being funded by the Arizona Department of Education, with additional support provided by local businesses and organizations. These programs will be offered at no cost to student participants. Content for each program will include leadership and management skills and will highlight opportunities in entrepreneurship. Successful local entrepreneurs will be involved in developing and presenting the institute program. A follow up of the program completers will be conducted to determine the effectiveness of the project.

JTPA Model Entrepreneurship Project

The JTPA State Education Grant provides education and training to economically disadvantaged youth and adults as well as those with significant barriers to employment. The Arizona Department of Education provides these services through Model Training and Education Programs, developed in response to competitive Request for Proposals. Recently a new goal was added which request Model Entrepreneurship Training and Education Projects. Service Delivery Areas (SDAs) in rural Arizona had originally proposed such projects because of their potential for job creation.

Although funding for this fiscal year is in its preliminary stages, at least one Model Entrepreneurship Project has been identified. This proposal offers services to rural youth, and outlines the many stages in starting a new manufacturing business. Training will follow a comprehensive entrepreneurship curriculum and explore career opportunities through the establishment and operation of a metal products factory. With the exception of ownership by students, nothing is simlated. This hands-on approach represents a viable model for fostering economic growth throughout Arizona.

Arizona Marketing Education Project

ENTREPRENEURSHIP ESSENTIAL COMPETENCIES

1. NATURE OF SMALL BUSINESS

Define entrepreneurship, self-employment, and small business ownership/management.

Identify the different types of small businesses by the nature of their operation (manufacturing, retail, service).

Describe the role small businesses play in the American economic system.

Identify the major factors contributing to the success of a small business.

Describe the process for starting a new business.

2. PERSONAL CHARACTERISTICS OF ENTREPRENEURS

Recognize the personal qualities and skills needed to be a successful entrepreneur.

Compare the advantages of owning a business with the advantages of working for someone else.

Analyze the personal risks of owning your own business.

Determine what motives you may have for starting your own business.

Identify potential business opportunities and determine one you might select to follow.

3. ORGANIZATION AND MANAGEMENT

Identify the value of planning when establishing a new business enterprise.

Identify the components of a business plan.

Discuss the types and sources of technical assistance available to the entrepreneur.

Describe forms of business ownership (sole proprietorship, partnership, corporation, cooperative, and franchise), and the advantages and disadvantages of each form.

Explain the importance of selecting the right business location.

Identify factors to be considered when selecting a business site.

Describe why a basic understanding of legal issues is important to the small business owner/entrepreneur.

Summarize the significant governmental rules and regulations affecting the individual entrepreneur.

Explain the role of management in operating a business.

Define and explain the basic functions of management.

List the steps involved in the decision-making process.

4. MARKETING

Discuss the economic concepts that influence marketing decisions.

Identify the major functions and activities of marketing.

Explain how marketing aids the business and the consumers.

Define the concept of promotion.

Compare the major methods of promotion used by small businesses.

List and discuss the role of selling in different types of small businesses.

Describe what salespersons need to know about their customers to be successful at selling.

5. FINANCIAL CONTROL AND ACCOUNTING

Explain the importance of financing in the success of a new business.

List the different types of costs that must be considered when starting a new business.

Identify the various sources for obtaining financing for a new business.

Explain the importance of effective, on-going financial management.

Identify the elements of a sound recordkeeping system.

Describe the components of a balance sheet.

Describe the components of a profit and loss statement.

Describe the types of risks faced by entrepreneurs, and how they can be reduced or avoided.

ENTREPRENEURSHIP EDUCATION IN CALIFORNIA

Status Report

Submitted by:
Doug Mahr
State Department of Education
May, 1987

Curriculum Development

The State Department of Education initiated two curriculum development efforts in entrepreneurship education during 1986-87:

1. A one-semester course curriculum in entrepreneurship at the awareness level to be implemented in comprehensive high schools. The curriculum has been developed to include sufficient economics content to meet the State's economics graduation requirement. The course is being implemented as an alternative to taking economics in the social studies department and is available to the general enrollment in grades 9-12.

2. A 180-hour (two-semester) course in Small Business Ownership at the competence level. The course consists of 18 instructional modules which contain sufficient economics content to satisfy the State's economics graduation requirements.

   The curriculum was validated by a State Legislative Task Force of prominent California entrepreneurs, and will be implemented in regional Occupational Centers/Programs and adult schools. Special emphasis in the curriculum is given to meeting the unique needs of single parents, women, and the economically disadvantaged.

Model Implementation

Sixteen grants totalling $280,000 were awarded to local school districts to plan and implement the competence level curriculum in Small Business ownership. Ten of the 16 sites focused on secondary and adult programs. Six sites were targeted to special needs populations.

Professional Development

Thirty one workshops were conducted statewide during March, April, and May to assist teachers/districts to implement the entrepreneurship curriculums. Six hundred twenty teachers participated in these workshops.

1987-88 Targets

It is anticipated that during the 1987-88 school year 160 of the 826 high schools will implement the entrepreneurship awareness level curriculum.

Eighteen of the 37 ROCPs will implement the competence level course in Small Business Ownership.

In 1986-87 the State of California committed $585,000 to the development and implementation of entrepreneurship education in the public secondary schools.

ENTREPRENEURSHIP EDUCATION IN CONNECTICUT

Entrepreneurship Education at the Secondary Level

Submitted by:
Bruce Dardick
Department of Education
August, 1987

A new curricula for CEW/DO was recently published which included an extensive section on Entrepreneurship.

The growing recognition on the importance of entrepreneurship in the school system is increasing. We are attempting to provide greater opportunities for future entrepreneurs by expanding the programs to the middle schools.

A recent conference in Washington provided updated needed resource information and an opportunity for networking to formulate future programming.

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ENTREPRENEURSHIP IN DELAWARE

Summary of Entrepreneurship Activities

Submitted by:
Doyle Owen
Department of Public Instruction
October, 1986

Delaware Vocational Education Division has set aside the month of May as entrepreneur Education Month. During this month we have the following activities planned:

1. The Governor, in March will sign a proclamation setting aside the month.

2. A seminar to train local school officials in offering Entrepreneurship Education as an integral part of Vocational Education classes for the month of May.

3. On May 21, an all-day seminar will be conducted jointly by the Chambers of Commerce and the Delaware Vocational Education Division hosting individually owned small businesses. The seminar will highlight various areas of concern to the small businesses and will pay particular tribute to the joint partnership which exists between Vocational Education and small businesses, especially in the area of cooperative education.

4. An awards program is being designed to recognize a graduating Vocational Education student who has planned and organized an entrepreneurial experience. The recipient will be awarded $2,500 toward their business venture.

5. An Awards Banquet will be held on the evening of May 21 to highlight the small business entrepreneur/Vocational Education partnership. Possibly the Governor will be on hand and pay particular tribute to the most successful entrepreneurial small business in our State.

ENTREPRENEURSHIP EDUCATION IN IDAHO

Summary of Selected Activities

Submitted by:
Dick Winn
State Board of Vocational Education
1987

Idaho Innovation Center

Funding was provided to support the start up costs of the Idaho Innovation Center. The major focus of the Center will be to assist in technology transfer to private industry from the Idaho Laboratory Faculty and the Idaho Nuclear Engineering laboratory. The outcome is to develop small businesses which will in turn generate new employment opportunities for targeted populations. The Innovation Center will be the initial contact point for individuals seeking employment within these new and emerging businesses.

Small Business Development Center

A Small Business Development Center was established in central Idaho to serve the needs of dislocated workers and their families. Support was provided through Vocational Education federal funds, Lewis-Clark State College and the Idaho Small Business Development Center. The Center provided skill training for over 400 individuals and 1,500 hours of technical assistance and counseling services to small businesses during the first six months of operation.

Idaho Marketing Education Core Curriculum

A project under the direction of the State supervisor, Marketing Education, Division of Vocational Education and the Teacher Educator, Marketing Education, at the University of Idaho developed a curriculum at the career-sustaining level that will prepare an individual for jobs involving more complex duties than at the entry level. The curriculum includes competencies in the basic skills and an indepth understanding of entrepreneurship. The project is continuing to develop competencies at the specialization and owner-manager level in entrepreneurship.

Entrepreneurship File--Career Information System

The Idaho Career Information System is proposing to develop an entrepreneurship file, integrate it into the existing CIS files, and deliver it to all Idaho users on each of the four CIS delivery systems. When people consider careers that offer the option of self-employment, they will benefit from exploring the

nature of self-employment within those occupations as well as the characteristics of the occupations. The initial file will include discussion on: 1) characteristics of entrepreneurs; 2) self-employment option; 3) going into business; 4) succeeding in business; and 5) additional sources of information. The general market for this information includes individuals currently enrolled in a program or planning their education with the idea of becoming self-employed.

Center for New Directions

A special project was funded through the State Division of Vocational Education to develop a model project that would provide a consultant at the Eastern Idaho Vocational-Technical School to identify six to ten entrepreneurial projects in this service delivery area that would need specialized assistance to become a profitable enterprise. The consultant would use the assistance and expertise available from the programs at the Eastern Idaho Vocational-Technical School, the advisory committee and the local chapter of SCORE.

ENTREPRENEURSHIP EDUCATION IN KENTUCKY

Summary of Selected Activities

Submitted by:
Lou Perry
State Department of Education
1987

Developing Entrepreneurship Education Curriculum

The goal of this entrepreneurship education project at the University of Kentucky is to develop curriculum materials for a one semester Business and Office Education course that could be taken by any junior or senior in high school. The basis for course content is a task list for entrepreneurs.

A preliminary task list of 51 items was generated by project personnel and then validated by 41 persons including entrepreneurs, university business instructors, Business and Office teachers, teacher educators, and state department personnel.

While the curriculum is designed primarily for Business and Office Education secondary school students, it is adaptable to other vocational area programs and age-level populations.

Entrepreneurship Survey

The Research & Development Unit is conducting a statewide survey on vocational students who have started their own business. Based on the Commonwealth's vocational regional structure information on program area, name and address, and business is being compiled. Data and information gathered thus far strongly suggests the "hidden" role vocational education is playing in economic development.

Small Business Information Center, Technology Transformation Center

This research and development activity provides educational training and consulting services to small businesses, entrepreneurs and unemployed workers interested in establishing their own business. Through these services and the establishment of a sheltered business incubator, the level and quality of local economic and employment activity will be increased.

The "Business and Industry Technical Assistance Center" (BITAC) is designed to help 15 participants launch their own businesses, offer specialized consulting and workshops in various areas of need, individualized technical assistance for problems

and questions, and to establish a network between successful small business people and program participants.

Marketing Vocational Education's Role in Economic Development

This exemplary effort will prepare an inservice program "Entrepreneurship Education Trainers Manual." Vocational regional personnel and community college representatives will present a workshop on how to conduct a seminar in the respective regions for initiating activities for entrepreneurship education. Three (3) panels--business, local government officials, and educators--participate in the seminar for presenting and formulating ideas into practical practices.

Pilot Procurement Data Base

The experimental activity will design and implement a statewide system for increasing the acquisition of federal grants for Kentucky's small business. Working with the Small Business Administration (SBA) and toward a computerized system and network, the program will provide the information and data needed to provide technical assistance to entrepreneurs and small business personnel.

Student Training Entrepreneurship Project (STEP)

Being implemented in a small rural community, the students are being oriented to opportunities in vocational education with one of the major activities being the establishment of their own business. In this venture, all positions will be held by students and all functions carried out by the students. The CBO will provide adult advisors to assist the students. A Board of Directors will be elected to form a company to open and operate a school bookstore and manufacturing outlet for their own items. Adult mentors will serve only as advisors to the participants.

Rural Women Proprietorship Program

Designed to assist a five (5) county, rural population of women in increasing awareness of career options as business owners; also, provides training, instruction and technical assistance for initial phases of the business. Over 100 women are being served at present; at least 25 have been identified as being in some phase of business start-up. These women are being assisted through free training workshops. At least 15 other women who currently own a small business are receiving technical training/assistance.

Economic Research/Entrepreneurship: Guide, Research and Conference

This multi-activity research and development program had three purposes: 1) an entrepreneurs' conference "Climbing Mountains: A Complete Seminar for Small and Growing Businesses" focused on new opportunities for small enterprises; 2) the development of a "guide" to locating and selecting professionals offering for-profit services to small business, and 3) economic research on emerging opportunities for Kentucky entrepreneurs.

ENTREPRENEURSHIP EDUCATION IN MINNESOTA

Status of Entrepreneurship Education

Submitted by:
Lynda Rago
State Board of Vocational, Technical Education
June, 1987

The following report highlights some of the developments in Minnesota related to Entrepreneurship Education occurring since July, 1986. It is not a comprehensive picture of on-going programs and activities.

State Task Force on Entrepreneurship

An inter-agency State Task Force on Entrepreneurship was convened in November, 1986, by Minnesota Lt. Governor Marlene Johnson with the express purpose of developing "policy options and implementation plan to foster entrepreneurship through coordination of technical/management assistance, education, information and financing programs." The Task Force made recommendations in several areas including Entrepreneurship Education. Unfortunately, an entrepreneurship education budget item did not make the final cut in the Governor's F.Y. 88-89 budget. However, Task Force work served to support independent actions related to entrepreneurship education.

- The 1987 State Conference on Small Business placed entrepreneurial (small business) education among its priorities on its legislative agenda. The State Task Force on Entrepreneurship report provided information which helped share the State Conference recommendations (See attachment).

- The Minnesota Council on Economic Education utilized State Task Force On Entrepreneurship recommendations in organizing a teacher inservice in entrepreneurship. The inservice was heavily supported by the private sector and enlisted considerable involvement from entrepreneurs. Instructors from elementary and secondary programs participated. The inservice will serve as a model for future teacher development events on entrepreneurship.

The Task Force was very active from November through January, 1987, submitting its report at the end of January. It is expected that the Task Force recommendations will affect decisions in future years.

1987 State Legislation

Several items passed through the 1987 State legislature which will involve education in small business development:

- The Omnibus Agriculture Act provided funds to establish new small business and farm business management programs through the State Board of Vocational Technical Education (A description of the Small Business Management program is attached.)

- Legislation directed to diversifying and strengthening the rural economy of Minnesota was passed. The establishment of the Greater Minnesota Corporation is a principal part of the legislation. This public corporation is authorized to provide financial assistance to business starting and expanding operation in rural (Greater) Minnesota. The Corporation is further authorized to establish regional research institutes to provide applied research and development services for developing the regional economy. Post-secondary institutions will be involved in marketing and business management assistance as well as product research and development.

- The Small Business Development Center Network (SBDCs) which includes numerous state universities, technical institutes, community colleges, the University of Minnesota, and other organizations, failed to achieve its goal of obtaining a special state appropriation to match federal funds during the 1987 state legislative session. However, the groundwork has been laid for a successful run at it next year.

Curriculum

- The Minnesota Extension Service developed the Y.E.S (Youth Entrepreneurship Seminars) program to help young people explore entrepreneurship as a career. This program includes self-assessment and an audio-visual presentation of successful young Minnesota entrepreneurs.

- Mankato Technical Institute has just about completed its pilot of the 12-month Computerizing Small Business program. The curriculum and videotape materials will be made available in 1988. A national inservice on the curriculum is planned for 1988.

- U.S. West Corporation is sponsoring an Entrepreneurial Skills curriculum project involving several sites in its western U.S. service area. The project is coordinated by the University of Colorado. Three sites in Minnesota are participating.

Legislative Agenda

Minnesota Conference on Small Business

Wednesday, March 11, and Thursday, March 12, 1987

From Top 50 Recommendations of Several Hundred Resolutions Forwarded to Legislature and Governor

Rank

9. Be it resolved that Entrepreneurial (Small Business) education be required for all students in the school systems and that business ownership be taught with all careers and,

    1. Collect and augment curriculum on entrepreneurial (Small Business) education which will focus on sensitizing students to small business ownership, Free Enterprise system, and the skills and benefits of small business ownership at the elementary, secondary and post-secondary levels;

    2. Develop programs for current and prospective teachers to enable them to implement curriculum;

    3. Make more use of business owners and service providers in the classroom setting;

    4. Expand the available resources of the State Department of Education and school libraries to include proper support materials for the proposed curriculum.

Minnesota Technical Institutes
Small Business Management Programs

INFORMATION BRIEF

Program Purpose and Market

The Small Business Management (SBM) Program purpose is to educate small business owner/operators in effective general small business management practice to result in greater business profitability, and survival and growth. The program's primary market is small businesses of 10 employees or fewer and $500,000 annual gross receipt or less, but is open to all small businesses.

The program serves businesses from the retail, service, contract construction, manufacturing, wholesale and financial service sectors. SBM also provides training to potential entrepreneurs to develop business plans and form new businesses.

History

The SBM program was originally developed by the University of Minnesota in 1973 under a grant provided by the U.S. Office of Education. In 1976, special state legislation was passed to initiate programs in the Technical Institutes.

Instructional Delivery

Twenty-three Technical Institutes provide SBM programs, which are located at Institute campuses or downtown locations throughout the State. Currently, 17 Greater Minnesota and 6 metro area Technical Institutes are funded to provide SBM (See listing.)

Instruction is provided both in the classroom (group setting) and at the business site (individualized setting). Instruction is largely tailored to meet the individual business needs for meeting each business's goals to improve management, organization and operation.

Enrollment

The SBM program enrolls businesses rather than individuals; any number of individuals from the business may participate.

A business is eligible for enrollment for up to three years.

Businesses may enroll for a short term (up to 10 hours annually), or long term (up to three years). Annually about 700-800 businesses enroll for long-term instruction and about 1,500 businesses enroll for short term instruction in the SBM programs.

Qualifications of instructors

All instructors are licensed by the State Board of Vocational Technical Education. To obtain the Small Business Management license, an individual must have at least three years experience in business management or ownership.

Cooperation with Other Agencies

Technical Institutes enjoy a high level of participation with the Small Business Development Center network either as satellite or regional offices. Currently, 14 Technical Institute campuses participate. SBM programs are closely coordinated with Technical Institute--SBDC operations.

A project of Minnesota Department of Trade and Economic Development and the State Board of Vocational Technical Education involves eight (8) SBM programs in the provision of management assistance.

At the local level, programs work regularly with Chambers of Commerce, local development agencies and other small business assistance providers.

Tuition

Tuition charged to each small business is $400 annually for long term instruction, and $12.30 per hour for short term instruction (F.Y. 88).

Program Locations--These Technical Institutes offer Small Business management:

Alexandria
Amok
Austin
Bemidji
Brainerd
Dakota County
Detroit Lakes
Duluth
Fairbault
Hennepin Technical Centers
Hibbing
Hutchinson
Mankato
Minneapolis
Northeast Metro
Pine City
Red Wing
Rochester
St. Paul
Southwestern--Canby
Granite Falls
Pipestone
Thief River Falls
Wadena
Wilmar

For more information contact: Lynda Rago
State Board of Vocational
Technical Education
550 Cedar Street
St. Paul, MN 55101
612-297-1475

ENTREPRENEURSHIP EDUCATION IN NEBRASKA

Entrepreneurship Education Status Report

Submitted by:
Gregg Christensen
Nebraska Department of Education
1987

Entrepreneurship Infusion Curriculum

The Division of Vocational Education determined that a priority for the state for the 1986-87 fiscal year would be the development or adaptation of a curriculum for entrepreneurship education to be used throughout all vocational disciplines. The model curriculum was to be structured so that it could be early infused into the various program areas. To this end, an RFP was issued utilizing Title II, Part B funds of the Carl D. Perkins Vocational Education Act.

The RFP stipulated that the curriculum was to be competency based and reflect current practices and developments in the field of entrepreneurship and entrepreneurship education. Students were to be introduced to the concepts of owning and operating a business successfully. Of major importance was its adaptability to all vocational disciplines. A cooperative effort between the Joint Council on Economic Education and the University of Nebraska-Lincoln received the project funding.

After consideration of a wide variety of curriculum materials, input from a variety of advisory committee members and Nebraska Department of Education personnel, and perspectives offered by the teleconference sponsored by the Entrepreneurship Education Consortium, adoption of the Risks and Rewards curriculum with adaptation for Nebraska perspectives was determined to be the most feasible path. This adaptation process is currently underway. A presentation of the model infusion curriculum is scheduled for the annual Vocational Education Conference, a professional inservice for Nebraska vocational education teachers, in August.

Use by a significant number of Nebraska teachers as part of their programs is the desired result. The success of the project will be determined after the 1987-88 school year is completed.

Self Employment Training Program

Ready, S.E.T., Go was the slogan adopted for the Self Employment Training Program, which began its activities in 1986.

Representatives from the 11 participating colleges attended a two-day training session with the developers of the materials used in the program. The materials were from The Ohio State University

and consisted of two distinctive parts. Part I, "Beyond a Dream," gives the individual an opportunity to really assess themselves and their abilities to become self employed. Part II, "PACE" is the program designed specifically for acquiring competence in entrepreneurship. It is presented in 18 units and ends in the development of a business plan.

The uniqueness of this program is the fact that it was successfully presented in a rural setting. Many of the participants were farmers in transition or members of farm families who were looking at ways to augment the family income. They brought valuable skills with them--an ability to be their own "bosses," bookkeeping background, and business management.

Participants were drawn from across the state through public service announcements, news releases, local newspapers, brochures and posters distributed by colleges, plus contact with numerous state agencies informing them of the program. Over 160 individuals have completed the training, which will run through the end of June. Several of the schools will be offering the training again on their fall schedules. Sixty percent of the class participants were women. Business plans included a delivery service, vending, bed and breakfast, music book royalties, and sausage program royalties.

Cooperative efforts between agencies allowed for maximum coverage for promotion as well as participation.

FUNDING SOURCES

HUD	$19,798
JTPA	4,342
VOC-ED	13,150
Local Match from Participating Colleges	19,800
	$57,081

Single Parents and Homemakers

In fiscal year 1986, 23 projects were funded for single parents and homemakers. These projects served 67 males and 120 females at the secondary level and 180 males and 1,851 females at the postsecondary level.

Delivery methods of instruction for the projects varied from traditional classroom arrangements to individualized instruction. However, all training projects include information pertinent to small business management and entrepreneurship education.

Projects focused specifically on training for small business ownership and the development of entrepreneur skills:

Entrepreneurial Training for Homemakers. A two-day workshop, "Small Business Management for Women," was conducted, and course materials presented dealt with financing, marketing, managing, and planning of business. Problems unique to women-owned business were discussed, and interaction among participants was encouraged. Individual business problems were dealt with on a one-to-one basis.

Topics included in the course;

Topic #1 - "Becoming an Entrepreneur"
- o the scope of small business in the total economy
- o entrepreneur characteristics
- o time management, special problems for women

Topic #2 - "Preparing the New Business Plan"
- o the importance of the plan
- o use of the plan for new and established business

Topic #3 - "Marketing the Small Business"
- o market investigation
- o product promotion
- o customer service and selling techniques

Topic #4 - "Financing the Small Business
- o obtaining financing
- o cashflow planning
- o working with your banker

Topic #5 - "Business Planning and Decision Making"
- o the process of organizing and planning
- o decision making
- o delegation of authority

Topic #6 - "Managing People in the Small Business"
- o two-way communication
- o effective discipline
- o motivation techniques
- o leadership techniques

Workshop Leader/Instructor:

Jean Dinert Petsch combines experience in education and business to provide students with a solid and practical business education. She holds a masters degree in adult education from the University of Nebraska-Lincoln and has taught many courses. She has done consulting for small business clients for the past six years. Presently she is Coordinator of Continuing Education at Southeast Community College-Milford Campus, Milford, Nebraska.

Jean Deinert-Petsch
Southeast Technical Community College
Milford Campus
Lincoln, NE 68520

Small Business Training Program. The Small Business Training Program has been developed to meet the special employment and training needs of single parents and women in crisis. The program offers direct work experience, individual counseling, self-esteem development, and other business related workshops. The overall purpose of this program is to offer participants the opportunity to obtain jobs in a small business setting. Through the direct work experience and workshops, clients gain first-hand knowledge of small business operations. Program objectives of the training program include:

1. The utilization of New Beginnings, a second-hand clothing and consignment store in Crete, Nebraska as an open entry/open exit technical lab for the small business training program.

2. The development of a client intake process to assess job skill levels and interest areas while providing information and referrals to ancillary programs and services for any identified remedial education needs and/or supplementary skills training.

3. The development of a pre-experience training program. This service component will include job readiness workshops (i.e., job market research, interviewing techniques, resume writing, employment testing), as well as the availability of a support group and individual career counseling for program participants.

4. The development of a specialized small business training "curriculum" focusing on business operation, ownership, and management. The curriculum will be utilized and developed in conjunction with the direct work experience at the established location.

5. The provision of a working environment that will foster entrepreneurial skills among single parents.

6. The provision of a program by which single parents can achieve successful transition into income producing positions in small business management, ownership, and operation.

7. Assistance with the transitioning of single parents into entrepreneurships by assisting their linkage with resources and workshops to provide supplemental information on small business financing and development.

Contact person:

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ENTREPRENEURSHIP EDUCATION IN NEW YORK

Summary of Selected Activities

Submitted by:
Nelson Ronsvalle
Bureau of Economic Development Coordination
1987

Entrepreneurship Challenge Grants for Secondary Students

A total of 29 grants totalling $100,000 were made in 1986-87 to public schools in New York State to operate in-school and extra-curricular programs and activities designed to complement and enhance entrepreneurial education in the secondary occupational and social studies classroom. The challenge grants were made available by the Legislature through the State Education Department to foster public-school/private sector cooperative programs of entrepreneurial education. Secondary occupational programs were the principal award winners, with schools ranging in size from small rural high schools to large occupational education service centers. One program at Suffolk II Board of Cooperative Education Services, is intended to provide a basic understanding of the franchise concept to a select group of students, in cooperation with the Four Seasons Greenhouse. Another project in the rural Parishville-Hopkinton Schools entitled "Kid-E-Capitalism" is intended to allow students to interact with community and business leaders, to give students theoretical and hands-on experience with the requirement and operation of a business corporation, and to integrate computer competency with the business and technical aspects of production.

New York State Survey

The State Education Department has arranged for publication of a statewide directory of entrepreneurial education and small business training opportunities available through postsecondary agencies and continuing education. The survey was conducted by the State University of New York's Two Year College Development Center, and the format is based on the national survey conducted by the National Center for Research in Vocational Education. It was commissioned by the NYS Entrepreneurship Education Task Force with funds provided under the Carl D. Perkins Vocational Education Act. Information from the survey is organized according to the State's ten economic development regions and will be disseminated at workshops and conferences during the next year. The Directory includes data from 90 institutions and a listing of 130 programs, as well as information concerning State agencies and other federal and regional organizations. It will be updated annually.

Entrepreneurship Curriculum Revisions

Several courses on entrepreneurship at the secondary level are being revised this summer based on field testing. In addition, modules concerning small business management as it relates to specific occupational areas are being developed for field testing during the coming school year. Since 1983 the New York State Education Department has supported recommendations of the State Entrepreneurship Education Task Force, which is reflected in curricula changes. New curricula related to entrepreneurship include: Introduction to Technology and Home and Career Skills for seventh and eighth grade students; Introduction to Occupations at the ninth and tenth grade level; and Entrepreneurship for Business/Marketing for secondary students pursuing an occupational education sequence to meet graduation requirements. Potential enrollment in these courses is approximately 400,000 students.

Women and Minority Programs

Employer-specific Skills Training Grant monies totaling $164,000 were expended to fund seven training programs which served a total of 394 people. Among the topics presented were: Business Management, Computer Skills Training, Bidding on State Construction Projects, and Employee-Owned Business Management.

As a result of a Minority and Women Entrepreneurship Conference held in New York City two years ago, $450,000 was allocated in each of the last two years for entrepreneurship training. This VEA set-aside funding was matched dollar for dollar ($110,000) for nine programs serving a total of 755 women and minority participants. A New York State Bond readiness Pilot Program and a Buffalo Women and Minority Entrepreneurship Program are highlighted in the Model Entrepreneur Training section.

Occupational Education Teacher Inservice Workshops

A series of twenty inservice education workshops in basic economic and entrepreneurial concepts were provided to teachers during the spring and summer of 1986. Sixteen of the workshops were held in the spring as half-day sessions, and provided the opportunity for over 2,500 teachers to become more proficient in techniques for teaching economic and entrepreneurial concepts to students who, upon graduation from high school, were to enter the workforce or become homemakers. Four additional three-day workshops were scheduled in the summer to provide 85 teachers with entrepreneurial and economic understandings and instructional techniques, to be included in advanced, specialized occupational courses.

Follow-up, one-day workshops were scheduled in March 1987 for participants in the summer 1986 workshops. The teachers were given an opportunity to: relate their progress using implementation techniques gleaned from the summer 1986 sessions; contribute to the development of the theme and format for proposed summer 1987 workshops; and acquire additional resources and instructional strategies.

In the summer of 1987, three 3-day inservice education workshops will be offered to 75 occupational education teachers that will be selected from a list of applicants to ensure that a minimum number of teachers are chosen from each region of the State.

The workshops were developed and sponsored through the joint efforts of the New York State Education Department and the New York State Council on Economic Education. They were conducted by Economic Education Specialists from Regional Centers of the New York State Council on Economic Education, business and labor representatives, and exemplary teachers of marketing education.

Model Entrepreneur Training

Buffalo Women and Minority Entrepreneur Program. Designed to improve established women and minority small business firms over five years, this program was the first of its kind in the State. The program was funded for $44,916 under VEA, served fifteen firms, and was operated by the Buffalo Board of Education. It was modelled after programs designed at The Ohio State University, and expanded the city of Buffalo's capacity to provide training to independent businesses.

New York State Bond Readiness Program. Technical assistance and training was provided to women and minorities to develop an acceptable bonding package for a surety company. The resources of educational institutions, public agencies, and the private sector were combined to enhance the economic development of independent businesses.

Revolving Loan Program. The State of New York created the Minority Revolving Loan Program (MRLP) to provide short and medium term loans to minority and women entrepreneurs to enable them to start-up or expand their businesses. The program is administered by the Urban Development Corporation (UDC), and provides loans ranging from $10,000 to $250,000.

Important to the program's success in the New York City region was the development and design of a Business Technical Assistance program (BTAP). A review of initial MRLP loan applications by UDC personnel indicated a need for the program to assist entrepreneurs in the development of loan applications. The New York State Education Department, through its New York City Regional Education Center for Economic Development, funded the BTAP. Programs were held at four sites within the region.

The Business Technical Assistance program provided participants with the technical assistance in preparing financial statements, balance sheets, and a comprehensive business plan. Income and cash flow projections were developed to show how the proposed loan will be repaid. Market analysis, competitor evaluation, and the development of marketing strategies were also investigated.

Dislocated Worker Manufacturing Entrepreneurs. The New York State Education Department, through its Finger Lakes Regional Education Center for Economic Development, funded this program to aid dislocated workers who wish to consider becoming technological entrepreneurs. Goals of the program are to introduce participants to the skills of entrepreneurship, and to augment the likelihood of job creation in the Rochester, NY area.

The Rochester Institute of Technology is administering this JTPA-Title III Dislocated Workers Project. Faculty from the Institute will provide specific instruction on various aspects of business ownership, which include;

- Leadership, Management, and Supervisory Skills
- Problem Solving and Decision Making
- Business Opportunities
- Development of a Business Plan
- Legal Aspects of Owning Your Own Business
- Insurance and Retirement
- Small Business Tax Laws
- Computerization in Business

Small Business--Entrepreneur Training Programs

FY 1986

FUND SOURCE	NO. OF PROJECTS	AMOUNT	NO. OF TRAINEES
ESSTG	42	$684,422	4,482
VEA	13	161,881	892
ESSTG/VEA	1	4,967	20
JTPA - 8%	4	80,703	107
JTPA - III	2	179,648	45
TOTAL	62	$1,111,621	5,546

ESSTG	Employer Specific Skill Training Grant
VEA	Vocational Education Act
JTPA-8%	Job Training Partnership Act (economically disadvantaged and barriers to employment)
JTPA--Title III	Job Training Partnership Act (dislocated workers)

Examples of Programs

Business Management Skills
Computer/Word Processing Training
Finance
Home Health Aide
Legal Knowledge Workshops
management, Supervision, Computers, DNC
Metal Finishing
Pricing, Marketing, Forecasting Trends
Sales and marketing
Sewing Machine Operation/ Repair
Taxes and Regulations, Women Entrepreneurs
VCR Repair

Small Business--Entrepreneur Training Programs

FY 1987*

FUND SOURCE	NO. OF PROJECTS	AMOUNT	NO. OF TRAINEES
ESSTG	50	$1,031,974	3,143
VEA	16	197,178	1,196
ESSTG/VEA	4	139,588	210
JTPA - 8%	-	-	-
JTPA - III	1	9,996	30
Total	71	$1,378,736	4,579

*As of April 29, 1987

ESSTG	Employer Specific Skill Training Grant
VEA	Vocational Education Act
JTPA - 8%	Job Training Partnership Act (economically disadvantaged and barriers to employment)
JTPA-Title III	Job Training Partnership Act (dislocated worker)

Examples of Programs

Blueprint Reading
Business management Skills
Business Planning & Financing
Business Start-Up
Child Care Supervision
Computer Applications for Farm Management
Entrepreneur Training
Financial Reporting & Marketing
Fiscal Management & Training
Legal Issues
Operating with a Foreign Trade Zone
Retail/Non-retail Business Skills

Small Business--Entrepreneur Training Program Outcomes

The variety of programs that have been funded have all contributed to developing and enhancing entrepreneurial activity in New York State.

Those participants who intend to venture into small business ownership and operation now feel better prepared to proceed with their plans. Those individuals already in business have utilized the skills and knowledge attained to either turn their business around, or significantly increase profits. This is largely attributable to the establishment of many standard business practices, as well as the development of a viable business plan and the establishment of profit goals. In further development and improvement of their existing businesses, many of the entrepreneurs are now better prepared and able to potentially expand their business, and perhaps contribute to growth in employment.

In keeping with New York State's efforts to foster economic vitality and development, such training has led to: the successful opening of small businesses; the revitalization and retention of existing small businesses; and a positive contribution toward increasing employment and productivity. The program also serves to illustrate the effectiveness of occupational education in improving and extending the skills possessed by small business owners and their employees.

ENTREPRENEURSHIP EDUCATION IN NORTH CAROLINA

Status Report of North Carolina
Entrepreneurship Education Activities

Submitted by:
June Atkinson
State Department of Public Instruction
1986-87

Entrepreneurship Questionnaire

A random sample of small business owners was sent a questionnaire having the following questions:

1. What vocational courses did you take in high school?
2. What courses were the most beneficial in organizing and running your business?
3. What courses do you wish you had taken that would have helped you in your business?
4. What should students be taught at the high school level about starting and running a business?
5. Do you have employees who provide workshops and seminars for people you hire?
6. Do you use a computer in your business? If yes, what type of software programs do you use?
7. Have you ever served on a local vocational education advisory committee?

The survey results are now being compiled.

REAL Enterprises (Rural Education Through Action Learning)

North Carolina REAL Enterprises is an official state affiliate of the national organization. Created at the end of 1985 with a seed grant from the Mary Reynolds Babcock Foundation, NC REAL Enterprises works with rural school systems interested in exploring whether this strategy is an appropriate one for their particular community.

As of Fall, 1986, five rural high schools in the eastern third of the state (Currituck, Northhampton East, Northhampton West, Ocracoke and St. Pauls) are engaged in a systematic planning process. Students have been producing analyses of their local economy and generating ideas for potential new youth-operated businesses in their counties. These possibilities are being followed up with detailed feasibility studies, formal business plans and discussions with school and community leaders about how these new enterprises might be appropriately integrated into existing local education and economic development programs. These

school-based enterprises became operational in those school systems choosing to implement the plans produced. In addition, a group of interested schools and communities from the western third of the state will be selected for inclusion in the next round of the NC REAL Enterprises planning process.

An excellent partnership has been formed with the NC Small Business and Technology Development Center (a unit of the UNC system with offices on seven campuses across the state.) The Center's lawyers, economists, and business specialists provide training and technical assistance services to the participating students, teachers and community advisors. At the same time, NC REAL Enterprises focuses on both the recruitment of corporate sponsors and the development of an investment pool from which low-interest loans and start-up grants can be made to rural school-based enterprises.

Entrepreneurship Competencies in Vocational Education Courses

Using PACE materials, each North Carolina vocational course was reviewed to determine where entrepreneurship competencies are currently being taught. Some of the courses where entrepreneurship competencies are identified are: Introduction to Business; Accounting; Business Management; Entrepreneurship/Small Business Ownership; Marketing, Merchandising and Management; Foods Services; Child Care; Agricultural Production; and Industrial Cooperative Training. The results of this analysis will be used in curriculum revision.

Demonstration Model for Developing Student Entrepreneurship Competencies Through School Operated Cooperations

Request for proposals totalling $52,500 have been issued for demonstration models for developing student entrepreneurship competencies through school operated enterprises. The focus of this research proposal is limited to student development of entrepreneurial competencies in school-managed small business ventures in collaboration with locally owned and operated businesses. The project is to provide a real life comprehensive entrepreneurial experience for high school students that will enable them to develop competencies that can help them become successful small business professionals.

Entrepreneurship Challenges

Up to $100,000 will be awarded to local school systems for the purpose of giving students enrolled in vocational education an opportunity to learn about self-employment and business opportunities that emanate from an entrepreneurial economy. Grants are to foster public school and private sector cooperative entrepreneurial programs for the development of in-school and out-of-school

activities. The activities are to improve and expand current entrepreneurial education in the vocational curriculum. Objectives of the project are: 1) Assessment of what entrepreneurship competencies are being taught in local vocational programs; 2) Preparation of vocational teachers to integrate entrepreneurial competencies in their instructional areas; 3) Formation of a public school, private sector partnership to teach theory and practice of entrepreneurship; 4) Support of activities that give students valuable experience in entrepreneurship. The funding will be given for the 1987-88 school year.

Entrepreneurship Staff Development

During June, 1987, Marketing Education teachers will participate in an entrepreneurship workshop. Other program areas will have sessions about entrepreneurship at their annual Vocational Education Summer Workshop.

The Agricultural Education state staff have also sponsored agribusiness entrepreneurship workshops for secondary agricultural teachers.

ENTREPRENEURSHIP EDUCATION IN OHIO

Status Report for Entrepreneurship Activities

Submitted by:
Sonia Price
Ohio Department of Education
1986-87

Innovative Grants

To further promote entrepreneurship education into secondary vocational programs, a total of $75,000 was allocated to 35 school districts for innovative infusion grants. Twelve optional grants ranging from $200 to $1,000 were available to Vocational Education planning Districts. (Maximum $3,000 per VEPD).

One of the most popular grants was the development of video-tapes of former school district vocational education graduates.

Entrepreneurship Education Showcase

On April 28, 1987, a statewide adaptation conference was held for the purpose of expanding the 35 school district innovative grants to other interested school districts. Thirty-one roundtable sessions were available for participant selection of six. Information tip sheets for all grants were provided to each participant.

Second JTPA Funds

The eight percent JTPA funds were tapped a second time for approximately $50,000 in order to incorporate the entrepreneurship resource data into the Ohio Career Information System (OCIS) which will make the information available to all PICs and local school districts in Ohio.

The Ohio Department of Development is giving consideration to future funding of this database.

Second Legislative Breakfast

The State Task Force on Entrepreneurship Education held its second breakfast for the members of selected house and Senate Sub-Committees related to the promotion of small businesses in Ohio. Sixteen legislative members learned about the entrepreneurship education activities in the Division of Vocational and Career Education.

Byrl R. Shoemaker Gifted and Talented Workshop

The eighth annual summer workshop for gifted and talented vocational education students was held in June.

One of the three concurrent conferences was "Entrepreneurship Opportunities" which was attended by students who desire in the future to start their own business.

ENTREPRENEURSHIP EDUCATION AT THE
NATIONAL FEDERATION OF INDEPENDENT BUSINESS

Summary of Selected Activities

Submitted by:
Betsy Schwammberger
NFIB
1987

The NFIB Foundation's entrepreneurship education program gives teachers, students, business owners, and the general public an awareness of the free enterprise system and the role of the American entrepreneur in our economic system. A series of new publications and activities are designed to help current entrepreneurs run their businesses more effectively.

Research and Educational Materials

Of our publications dealing with free enterprise the What's the Difference? poster and teacher's guide is undoubtedly the most popular. This poster compares the worktimes prices of commodities in five countries in the world. The chart is often used in discussions of comparative economic systems and has been reproduced in textbooks, including Junior Achievement's applied Economics program. The chart is currently being redesigned with updated data.

Winning With Words, written by NFIB member J. Brent Pichard, presents basic economic concepts as seen by an employer and is designed to help young people realize the economic role they can play in business.

A 32-page booklet, Small Business Primer, is being developed to explain, with graphs and concise text, the role of small business in the American economy and to show information about starting and running a business. Many of the graphs are based on data collected by The NFIB Foundation in its Quarterly Economic Report for Small Business and in some of its special new studies. The booklet will be available in the fall.

The NFIB Foundation also has a classroom packet of materials on entrepreneurship. It includes a 16-page essay giving an overview of the motivation and preparation needed to start a business, a poster with graphs of data about small business, and a poster featuring short biographies of famous 20th century entrepreneurs. On a more comprehensive level, Risk to Riches: Women Entrepreneurs in America contains a wealth of information about women business owners as well as dozens of case stories about successful female entrepreneurs.

NFIB has been working with other organizations to develop publications for its members and other business owners. Steps for Small Business Financing, a kit produced with the American Bankers Association, includes worksheets and text to explain how to prepare to ask a banker for a business loan. Small Business Guide to the 1986 Tax Reform Changes was produced with Safeguard Business Systems to help business owners understand the impact the tax changes might have on their businesses.

Supplementing our print products, the "I Can Do It!" film series shows how three individuals succeeded at their entrepreneurial ventures. A comprehensive teacher's guide, produced by The NFIB Foundation, is included with each rental or purchase of the films/videos. Orders made with a special card available from The NFIB Foundation can take advantage of considerable discounts.

A list of our current research and education publications is attached. The NFIB Foundation maintains an educator mailing list (EML) and sends samples or announcements of new materials to teachers. Currently there are approximately 20,000 educators on the list in the following grade level categories: postsecondary--5,972; high school--12,036; junior high--4,095; elementary--1,984. On occasion, these labels are provided to cooperating organizations conducting special programs or providing materials on entrepreneurship and economics education.

Awards Program

To support existing programs conducted by major national student or teacher organizations, The NFIB Foundation sponsors awards for the winners of their business/economics contests. Several of these awards programs deal specifically with entrepreneurship.

The NFIB Foundation sponsors Junior Achievement's outstanding Young Entrepreneur Awards. A total of $4,800 is awarded to Junior Achievement's top student competitors. These individuals have shown that they comprehend the risks and rewards which entrepreneurs face and have demonstrated an excellent understanding of general economics principles and current business trends.

Through the Distributive Education Clubs of America, The NFIB Foundation sponsors the awards and case prizes totalling in excess of $6,000 for the top 40 winners of DECA's national Entrepreneurship Events. Each competitor in these events at the secondary and postsecondary levels must invent a business and create a business plan which include detailed marketing and financial components.

The NFIB Foundation has sponsored awards to chapters of the Students in Free Enterprise for outstanding projects showing the role the entrepreneur plays in the free enterprise economy. Two $1,000 awards were given, one for the most innovative project for

students in grades K-6 and another for the best project for students in grades 7-12.

During the 1987-88 school year, The NFIB Foundation will initiate its own awards program. This program will recognize educators, students, and other distinguished individuals for their excellent and innovative contributions to free enterprise and entrepreneurship education.

Co-sponsor of Special Projects and Programs

The NFIB Foundation works formally and informally with other organizations on special projects. Such projects include:

- co-sponsorship of the National Survey of Entrepreneurship Education, a six-volume set of books describing courses currently being offered in entrepreneurship education. The postsecondary educators on our mailing list were part of the survey group contacted for this study. The NFIB Foundation is helping to market the books and will help select how the proceeds are used.

- co-sponsorship of Financial Decision Making for Women, a seminar series conducted by the U.S. Small Business Administration and The Traveler's Company Foundation, Inc. We mailed 7,500 brochures to NFIB members in the seminar sites and provided registrants with complimentary copies of some of our educational materials.

- associate member in 1986-87 of the Entrepreneurship Education Consortium, coordinated by the National Center for Research in Vocational Education at The Ohio State University.

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STATE-OF-THE-STATES-REPORT

1988

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ENTREPRENEURSHIP EDUCATION IN ARIZONA

Submitted by:
Dave Muehlbauer
Arizona Department of Education
1988

Curriculum Guide

A new curriculum guide for Marketing Education was completed during the summer of 1987. This new product, General Marketing, Retailing and Entrepreneurship features an articulated competency list for those three program areas and helps schools design courses to meet local needs. The guide has been provided to all high school Marketing Education programs and to each community college in Arizona.

Summer Entrepreneurship/Free Enterprise Institute

A partnership effort between the Arizona Center for Vocational Education at Northern Arizona University and the Arizona Business/Industry partnership has expanded an existing summer institute for free enterprise to include entrepreneurship. As a result of the partnership, increased numbers of vocational education students will be provided an opportunity to attend. Also, the content of the institute has been modified to provide all participants with an overview of entrepreneurship.

Entrepreneurship Magnet School

Trevor G. Browne High School, a part of the Phoenix Union High School District has been identified as a magnet school in Entrepreneurship. The Phoenix Union District has previously identified magnet programs for each of its campuses, with such programs as computers, fine arts, and international business. The selection of Trevor Browne as a magnet school in Entrepreneurship represents the first such program in Arizona. Planning and development for the program is currently underway, with the program intended to be in full operation during the 1989-90 school year.

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State Supervisor of Marketing Education
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602-255-5354

ENTREPRENEURSHIP EDUCATION IN CALIFORNIA

Submitted by:
Doug Mahr
State Department of Education
1988

Summer Workshops for Teachers in Entrepreneurship Education

Three, 30-hour workshops will be conducted this summer to equip teachers with the skills and knowledge necessary to design a one or two semester course in entrepreneurship. Particular attention will be focused on teaching participants economics fundamentals, reviewing audiovisual materials, and developing a personal series of lesson plans for teaching either of the two entrepreneurship courses.

Curriculum Development

A 10-20 hour entrepreneurship awareness module has been developed to be infused into all vocational education courses/programs. The module contains student competencies, resource materials, and a criterion referenced test to assess students' understanding of the content.

Entrepreneurship Course/Program Implementation

A one semester introduction to entrepreneurship course entitled "Economics of Business Ownership" will be operating in 105 comprehensive high schools in 1988-89. The course is designed to satisfy the state's economics graduation requirement

A 180-hour competence level course in Small Business Ownership will be offered in 39 ROC/P's this fall. The course is designed to serve as a "capstone" to the marketing education program or as an interdisciplinary course for all vocational education students with an interest in self-employment.

State Contact: Doug Mahr
State Department of Education
721 Capitol Mall
Sacramento, CA 95814
916-445-5183

ENTREPRENEURSHIP EDUCATION IN FLORIDA

Submitted by:
Pat Schwallie-Giddis
Florida Department of Education
1988

Center of Excellence for Career Development in Entrepreneurship Education Established

This center was established in the fall of 1987 at the University of West Florida, by means of a grant, from the State Department of Education. The major purpose of the center is to act as a feeding center of information and training in entrepreneurship for teachers in the State.

For further information, contact Dr. Wally Holmes, Director, University of West Florida, Technical and Vocational Studies; 414 Mary Esther Cutoff; Fort Walton Beach, Florida 32548.

Curriculum on Practical Entrepreneurship Skills Being Offered to Florida's Teachers

Teacher inservice workshops are being held in Florida to present Dare to Dream, by Madrea J. Proctor, Ph.D., which introduces the concept of entrepreneurship. This manual follows the student performance standards outlined in the State curriculum frameworks for Practical Entrepreneurship Skills, and comes with a resource guide for the instructor. The inservices are offered through the Center of Excellence for Career Development in Entrepreneurship Education.

For further information, write Dr. Proctor at 104 West Meridianna Drive; Tallahassee, Florida 32312; or call 904-488-7394

Ad Hoc Task Force Formed to Make Recommendations on Entrepreneurship Education

The State Vocational Advisory Board appointed an ad-hoc advisory committee to study entrepreneurship education and made recommendations. These are to be submitted for consideration shortly. A Lifelong Model for Entrepreneurship Education was developed by the committee and will be presented at the national conference in Boston for reaction.

State Contact: Pat Schwallie-Giddis
State Coordinator
Career Development
Florida Department of Education
Tallahassee, FL 32301
904-488-7394

ENTREPRENEURSHIP EDUCATION IN GEORGIA

Submitted by:
Marvin Brown
Division of Secondary Education
Office of General and Vocational Education
1988

Summer Workshop for Teachers in Entrepreneurship Education

A five-day workshop was conducted at the Small Business Development Center, University of Georgia, for marketing educators beginning new entrepreneurship course offerings this Fall. The workshop, co-sponsored by the SBDC and the Department of Education, included small group sessions related to critical tasks performed by entrepreneurs, keynote speakers from business and education. The REAL ENTERPRISE project concept was also included. Dr. Paul DeLargy presented the model currently used in several Georgia communities. A field trip to observe student participation in operating a restored train and depot was also included.

For additional information, contact either Paul DeLargy at (404) 542-5760 or Marvin Brown at (404) 656-2541.

Entrepreneurship Magnet Program in Atlanta

An innovative secondary instructional program will begin this Fall in the Atlanta Public Schools. The model Entrepreneurship Magnet program will draw interested students from all Atlanta schools to one center for training. The model is the latest in a series of highly successful partnerships with businesses in the Atlanta area.

For additional information contact Ms. Marilyn Arrington at (404) 330-4161.

Entrepreneurship Curriculum Guide Development

The University of Georgia is in the final developmental stages of a one-year curriculum guide for Entrepreneurship Education in Georgia. Funded by the Georgia Department of Education, the guide will include major job tasks, learning activities, and assessment items for use in developing local programs of small business marketing/management.

For additional information, contact Dr. Tracy Trussell at (404) 542-1206.

State Contact: Marvin Brown
Division of Secondary Programs
Office of General and Vocational Education
1770 Twin Towers East
Atlanta, GA 30334
(404) 656-2541

ENTREPRENEURSHIP EDUCATION IN IDAHO

Submitted by:
Dick Winn
State Board of Vocational Education
1988

Entrepreneurship Part of Marketing Curriculum

The State's Marketing Educators have completed the job entry/job sustaining and Supervisor/Owner, Manager levels for the Marketing Programs at the secondary and postsecondary levels. The two publications list the competency-based objectives needed to reach proficiencies necessary to be successful in marketing. Included in these objectives are the entrepreneurship skills that are taught as part of the larger curriculum.

For more information, contact Bruce Allbright at 208-334-2659

Statewide Entrepreneurship Project

The Idaho State Legislature appropriated state funds to the Division of Vocational Education to provide training in Entrepreneurship and Small Business management in an effort to stimulate economic development in Idaho. These funds were distributed statewide through the Consortium of Vocational Education Schools (CAVES), to the six postsecondary schools in the state. Each school is required to develop a program that includes workshops and one-on-one consultation in conjunction with the regional SBDC's, Chambers of Commerce, SCORE, SBA and other interested organizations.

For more information, contact Dr. Orval Bradley, Chair, CAVES, College of Southern Idaho at 208-733-9554.

State Contact: Dick Winn
State Board of Vocational Education
650 West State Street
Boise, ID 83720
208-334-3216

ENTREPRENEURSHIP EDUCATION IN ILLINOIS

Submitted by:
Nancy Harris
Department of Adult, Vocational and
Technical Education
1988

Summer Workshops/Courses in Entrepreneurship Education

Two workshop/courses will be offered on a university campus in entrepreneurship. Twenty-five selected educators will be trained as SBA-ACE counselors. The second workshop will focus on training teachers on how to use effective strategies to infuse entrepreneurship education into vocational coursework.

Illinois Institute for Entrepreneurship Education

The Institute met for the first time in March. One its first organizational accomplishments was to appoint Dr. E. Edward Harris as its Director. A list of beliefs and suggested outcomes regarding entrepreneurship education was formulated.

Entrepreneurship Education Curriculum Materials

Several entrepreneurship education curriculum materials were developed this year to assist teachers with infusion strategies. The Ohio Inservice Guide is being adapted to meet Illinois' Education for Employment system. Companion materials are: the generic unit and semester course outlines that could be used in all vocational areas; a crosswalk relating PACE and Risks & Rewards to Illinois' Small Business Owner/Operator task list; and a sample curriculum that relates state economics objectives to entrepreneurship education.

Entrepreneurship Education RFP

The Illinois State Board of Education is in the process of awarding a contract for the training of secondary vocational education teachers in entrepreneurship education infusion. The curriculum materials developed this year will be incorporated into the workshop plan. The key features of the workshop will be: 1) the involvement of teachers in all vocational program areas; 2) the inclusion of post-secondary participation; and 3) the implementation into Education for Employment systems.

State Contact: Nancy Harris
Department of Adult, Vocational and
Technical Education
State Office of Education
100 North First Street
Springfield, IL 62777
217-782-4620

ENTREPRENEURSHIP EDUCATION IN IOWA

Submitted by:
Jayne Sullivan
Iowa Department of Education
1988

Workshops for Vocational Instructors on Entrepreneurship Education

Dr. Del Shepard, the new project director for the entrepreneurship project, held three workshops this year throughout the state to assist secondary and postsecondary instructors with the infusion of entrepreneurship concepts into their curriculum. Those instructors who participated in the workshops were provided a variety of instructional materials.

Youth Task Force for Employment and Training

Several meetings have been held with an interagency Youth Task Force on Employment and Training. There are representatives on the committee from 4-H, Department of Economic Development, Department of Agriculture, Governor's office, JTPA, and a state legislator. As a result of efforts of personnel from the Department of Education, the task force members are developing plans on how they might work together as agencies to promote the teaching of entrepreneurship education.

Follow-up Study of Staff Development Activities

A follow-up study of staff development activities which were held during the past two years is being conducted to determine the impact made for those who participated in these activities. The assessment attempts to determine any change of attitude on the part of the instructors and what changes have been made in the instructional program.

State Contact: Jayne Sullivan
Iowa Department of Education
Grimes State Office Building
Des Moines, IA 50319
515-281-8488

ENTREPRENEURSHIP EDUCATION IN KANSAS

Submitted by:
Janice Huston
Kansas State Department of Education
1988

Entrepreneurship Awareness

Statewide conferences for administrators, counselors, and teachers will be provided in entrepreneur awareness. Input will come from the Kansas Center and the National Center for Research in Vocational Education. Program guidelines for high school, area vocational technical school, and community college levels will be developed.

State Contact: Janice Huston
Kansas State Department of Education
Kansas State Education Building
120 East 10th Street
Topeka, KS 66612-1103
913-296-2227

ENTREPRENEURSHIP EDUCATION IN KENTUCKY

Submitted by:
Lou Perry
Kentucky Department of Education
1988

Business Management/Entrepreneurship

As the business basics magnet school for Jefferson County (Louisville), the program teaches students about business management, operations, and production. These coupled with communication skills, poise, and self-confidence are the "musts in the business world." High school students in turn show business techniques to 5th graders. Through "My First Million", computer simulations, and creative development of a nearby vacant lot, the class comes alive with the entrepreneurial spirit.

For more information, contact Ms. Joan Chambers at 502-454-8226.

Applied Entrepreneurship Education

As a state pilot program for providing entrepreneurship education, the project combines a program design with a unique physical facility and supportive community leadership. This converted air conditioning classroom has had the construction students build a "street" with small businesses on both sides. The instructional package for this 3 hour, 3 credit secondary level class is to be field tested in 1988-89.

For more information, contact Ms. Carolyn Barnes at 606-732-4479.

So You Want to Develop Your Own Business

The development of this seminar is based on the discovery of challenges a business owner faces as well as how the entrepreneurial spirit can be present while working for another company. This community college program is designed to assess your personality type and behavioral styles, review financial planning, visualize your business today and tomorrow, management functions, and reacting to a hypothetical small business setup.

For more information, contact Dr. Margaret Smith at 502-886-3921.

Kentucky Entrepreneurship Education Model

In support of the development of activities and experiences in segments of the model, the following instructional units have been field tested:

a. an in-school approach (home economics teacher, counselor, librarian) on the development of entrepreneurship as a career option; competency identification; and creative application of vocational skills and business skills

   For more information, contact Ms. Gerri Miracle at 606-331-1220

b. a regional inservice program for the state school and area centers (Bowling Green) for faculty

   For more information, contact Ms. Mary Stratton at 502-843-5461

c. an instructional unit for developing a business that would be a one to two week course that can be introduced into current courses

   For more information, contact Ms. Evelyn Ensor or Mr. Terry Jones at 606-727-1555

d. Skills for Self-Employment--an activity focusing upon formulating a business plan by in-school marketing of an original idea, service, or product

   For more information, contact Ms. Karen Davidson at 606-824-7161

e. to sponsor an inservice program through the community college as a service function to area (rural) teachers

   For more information, contact Ms. Tara Kilgore at 606-759-7141

f. a seminar to provide the postsecondary technical school instructors with a working knowledge on entrepreneurship education and an information booklet for students on "How To Start Your Own Business"

   For more information, contact Mr. Bruce Lyon at 606-252-3418

g. a research effort to investigate success/failure rates of the following: length of ownership; type of ownership; type of business

For more information, contact Ms. Jamie Williams at 606-257-4271

State Contact: Lou Perry, Manager
Special Projects
Kentucky Department of Education
2011 Capital Plaza Tower
Frankfort, KY 40601
502-564-2890

ENTREPRENEURSHIP EDUCATION IN NEBRASKA

Submitted by:
Gregg Christensen
Nebraska Department of Education
1988

Entrepreneurship Camp

The University of Nebraska will be hosting a summer camp for young Entrepreneurs in June. "Begin Your Business Now" is a four-day event to be held June 26-29 on the Lincoln Campus; high school juniors and seniors are eligible to attend.

Contact Robin Anderson at 402-472-3353 for more information.

Small Business Assistance Centers

Four assistance centers located at community colleges across the state were in operation in 1987-88. The centers were funded through a Carl D. Perkins Vocational Education Act Request for Proposal. The purpose of the centers is to provide technical assistance on an individual basis for present and future entrepreneurs. Coordination with the SBA, Nebraska Department of Economic Development, Nebraska Technical Assistance Center, and local associations was required.

For more information, contact Gregg Christensen at 402-471-4803.

Entrepreneurship Infusion Curriculum

The "Risks & Rewards" curriculum developed by the National Center for Research in Vocational Education, plus added resources specifically based on Nebraska entrepreneurship, was pilot tested in 1987-88. The final product has been printed and will be disseminated to vocational education secondary teachers in the fall of 1988.

For more information, contact Gregg Christensen at 402-471-4803.

State Contact: Gregg Christensen
Nebraska Department of Education
Box 94987
301 Centennial Mall South
Lincoln, NE 68509
402-471-4803

ENTREPRENEURSHIP EDUCATION IN NEW JERSEY

Submitted by:
Linda Petry
Department of Education
1988

Governor's Entrepreneurship Initiative

A cooperative effort between the Departments of Community Affairs and Education is underway to provide entrepreneurship training for New Jersey's urban youth. Youth representing Youth Corp, a program for drop-outs and VSO's (vocational student organizations), are participating in an extensive two-week workshop on small business development July 10-22, 1988. Approximately 30 students are involved in this activity which is being held on the Rider College Campus in Lawrenceville, New Jersey.

Highlights of the workshop topics include;

- What is an entrepreneur
- Development of a business plan
- Choosing a business name/logo
- Preparing ads
- Preparing income statement/balance sheet
- Business card exchange
- Presentation by Arthur Lipper III, chairman of Venture Magazine
- Field trip to a bank

State Contact: Linda K. Petry
Program Specialist
Division of Vocational Education
State of New Jersey
Department of Education
225 West State Street CN 500
Trenton, NJ 08625
609-292-5622

ENTREPRENEURSHIP EDUCATION IN NEW MEXICO

Submitted by:
Randy Grissom
Business and Occupations
Santa Fe Community College
1988

New Mexico Business Assistance Network (NMBAN)

With funding from the State Department of Education--Adult, Technical and Vocational Division, seven community colleges have established business assistance centers and have formed the New Mexico Business Assistance Network. Each of the centers provides training, counseling and resource materials. Three more community colleges receive funding July 1, 1988.

With the assistance of an $18,000 Sears/AACJC grant, NMBAN will be holding a series of training conferences starting in June, 1988. The conferences will be aimed at further coordinating and strengthening the role of the state's community colleges in economic development activities.

For more information, contact Randy Grissom at 505-471-8200.

SBDC Program

A proposal to establish a SBDC program is currently being considered by the SBA. The proposal, as submitted, would have the SBDC program coordinated through the Department of Economic Development and Tourism, and would initially include 12 of the state's 16 community colleges and 3 regional universities, as well as several non-educational entries.

For more information, contact Randy Grissom at 505-471-8200.

State Contact: Randy Grissom
Division Head for Business and Occupations
Santa Fe Community College
P.O. Box 4187
Santa Fe, NM 87502-4187
505-471-8200

ENTREPRENEURSHIP EDUCATION IN NEW YORK

Submitted by:
Nelson Ronsvalle
Bureau of Economic Development Coordination
1988

Summer Workshops for Teachers in Entrepreneurship Education

Four three-day workshops will be held this summer to prepare teachers to become entrepreneurship resource persons in their school districts. The program includes: new and innovative materials for infusion in business/marketing curriculum; and on-site tours of small business.

For more information contact Robert Jaffarian at 518-474-6240.

Entrepreneurship Education Teleconference

The Public Broadcast Stations in New York State aired a program on Entrepreneurship Education which was viewed by over 300,000 persons. The program was a combination of pre-taped segments, and a studio panel to respond to call-in questions. Over 120 telephone calls were generated by the viewers.

For more information or to obtain a copy of the video, contact Vic Perun at 518-474-5506.

Entrepreneurship Education Resource Directory

The NYS Education Department contracted for the preparation of an Entrepreneurship Education Resource Directory. The Directory contains thousands of entries on: available curricula materials, video and other media resources, journal articles, books, and many more categories of information sources.

For more information, contact either Vic Perun or John Borel at 518-474-5506.

New Funds for Small Business Training Programs

The NYS Legislature, in concert with Governor Cuomo, created the "Strategic Resurgence Fund." One element of the package is $5 million for skills training. Half of the funding must be spent for training programs which serve small business (NYS defines small business as 100 employees or less).

For more information on how to obtain funding, contact either Vic Perun or John Borel at 518-474-5506.

State Contact: Nelson Ronsvalle, Chief
Bureau of Economic Development Coordination
State Department of Education
One Commerce Plaza, Room 1624
Albany, NY 12234
518-474-5506

ENTREPRENEURSHIP EDUCATION IN NORTH CAROLINA

Submitted by:
June Atkinson
State Department of Public Instruction
1988

Entrepreneurship Challenges

Four school systems were awarded about $20,000 each to foster public school and private sector cooperative entrepreneurial activities through in-school and out-of-school activities. The activities include: assessment of what entrepreneurship competencies are being taught in vocational courses; personnel development; public school/private sector partnership; and student exposure to entrepreneurs.

Contact June Atkinson

Teaching Entrepreneurship in Home Economics

One school system was awarded a $20,000 grant to conduct workshops on teaching entrepreneurship for occupational home economics teachers. Lesson plans were also developed.

For more information, contact Rebecca Payne at 919-733-7893.

Small Business/Entrepreneurship Curriculum

As a joint curriculum project, business education and marketing education have selected an entrepreneurship competency listing and developed a curriculum guide for distribution to teachers.

For further information, contact Mary Thatch at 919-733-7985 or Becky Watkins at 919-733-3186.

Summer Workshop

Business and Office Education and Marketing Education will provide entrepreneurship workshops for their teachers at the 1988 Vocational Education Summer Workshop in August.

For more information, contact Hattie Blue at 919-733-7985 or Horace Robertson at 919-733-3186.

Demonstration Model for Developing Student Entrepreneurial Competence Through School Operated Corporations

Haywood County Schools was awarded $20,000 each year for two years to develop a school-operated enterprise to teach entrepreneurial competencies.

For further information, contact Meg Murphy at 919-733-7094.

State Contact: June Atkinson, Associate Director
Program Development
Vocational Education
State Department of Public Instruction
116 W. Edenton Street
Raleigh, NC 27603
919-733-3001

ENTREPRENEURSHIP EDUCATION IN OHIO

Submitted by;
Sonia Price
Ohio Department of Education
1988

Ventures in Business Ownership (VBO)

Over 150 single parents and homemakers participated in the new program entitled "Ventures in Business Ownership" (VBO) during 1987-88. Six vocational schools were selected as pilot sites.

The primary goals of the programs are to help the adult career centers increase their capacity for small business development, to help participants develop confidence and competence in their abilities to start small businesses, and to create new job opportunities in the local economy.

Early indications are that a high percentage of the participants are starting a business venture.

Entrepreneur Showcase

For a second year, local school districts had access to innovative grant money, through the RFP process, for the purpose of infusing entrepreneurship education into vocational education secondary programs. Forty-five school districts carried out 106 projects.

These school districts then presented their projects at a statewide showcase held in May.

Follow-up Research Study

Some 40,000 Ohio business owners have been surveyed via a mail questionnaire to obtain information about their educational background, propensity toward hiring vocational students, and interest in training for themselves and their employees. A second, in-depth questionnaire will be mailed to respondents who indicate that they have some type of vocational training.

A pilot survey of vocational students and teachers will also be conducted to evaluate the impact of entrepreneurship classes. This survey should reveal what motivates students to become entrepreneurs, the competencies students need to be successful business owners, and what teachers' attitudes are about and how they teach entrepreneurship.

The data will also be analyzed for the determination of women and minority-owned businesses in the state.

A public relations flier and video tape will be produced for statewide distribution.

Third Legislative Breakfast

As guests of the state task force, which originated in 1983, the members of the Senate and House Sub-committees on Small Business will be invited to the third breakfast meeting this fall. The research study analysis will be highlighted at this meeting.

Risks & Rewards

This publication which originated from a special Division of Vocational and Career Education project, under contract with the National Center for Research in Vocational Education at The Ohio State University, continues to be promoted and used throughout the state.

State Contact: Sonia Price
Associate Director
Ohio Department of Education
65 South Front Street - Room 907
Columbus, Ohio 43266-0308
614-466-3430

ENTREPRENEURSHIP EDUCATION IN OKLAHOMA

Submitted by:
Gene Warner
Vocational and Technical Education
1988

Small Business Management Programs for Business Owners in Oklahoma

Instructors of small business management programs for business owners have increased from 2 in 1981 to 22 in 1988. Each July new Small Business Management instructors participate in a 4-week training session prior to teaching the classes. Interest in these programs are in such demand that most programs have a waiting list of clients wanting to enroll.

New High School Class

This fall, Oklahoma Marketing Education will be offering its first entrepreneurship class at the high school level. It will be a one-semester entrepreneurship awareness class. However, all of our secondary second-year marketing education students receive 9 weeks of instruction in starting a new business.

Several of our area vo-tech schools have implemented pre-self-employment programs to assist individuals who are considering starting a new business.

State Contact: Gene Warner
State Supervisor of DE/Marketing
Vocational and Technical Education
1500 West Seventh Avenue
Stillwater, OK 74074
405-377-2000

ENTREPRENEURSHIP EDUCATION IN WEST VIRGINIA

Submitted by:
Gene Coulson
Bureau of Vocational, Technical
and Adult Education
1988

V.E.T.

The West Virginia Department of Education is working with the WV Jobs for Vets Committee and the Vietnam Vets of America on a project called V.E.T.--Veterans Entrepreneurship Training. Over 100 veterans and spouses will receive entrepreneurial training, start-up help, and on-going consultation beginning June 1.

School-Based Enterprises

Vocational Agriculture students in Monroe County, West Virginia are starting a hydroponic greenhouse operation. A comprehensive business plan has been completed, suppliers have been located, and commercial produce buyers have agreed to purchase the crop of hydroponically grown tomatoes and cucumbers. Financing is expected to come from parents and a local bank.

Federal Grant Application

The West Virginia Department of Education, Vocational Bureau, has applied for a federal grant of approximately $250,000 to offer to adults and secondary students a combination of skill training, work-site experiences and entrepreneurship training. If the grant is awarded, the program will be implemented in vocational centers in six rural southern West Virginia counties where the unemployment rate is over 20 percent.

"New Enterprises in West Virginia" Curriculum Material

The West Virginia Department of Education has developed a new entrepreneurship curriculum entitled "New Enterprises in West Virginia." It is in a student workbook format and covers all the major topics. It has been designed as a 90-hour semester course and will be used in over 25 schools next fall.

For a copy, call John Riddle at the West Virginia Vocational Curriculum Laboratory, 304-372-7021.

State Contact: Gene Coulson
Bureau of Vocational, Technical, and
Adult Education
Building 6, Room B 243
1900 Washington Street East
Charleston, WV 25305
304-348-3896

ENTREPRENEURSHIP EDUCATION IN WISCONSIN

Submitted by:
David Hague
Wisconsin Board of Vocational,
Technical and Adult Education
1988

Cadet Program on International Trade

Fox Valley Technical College, Appleton, Wisconsin, in cooperation with the Economic Development Agency, U.S. Department of Commerce began the year-long project in January 1988 to counsel small to medium sized businesses in how to enter international trade. So far 15 clients have been served and are in initial stages of selling internationally.

The Community Association for Development of Export Trade (CADET) program received $40,000 from the EDA and a $20,000 in-kind contribution from the college. This effort ties in with the three trade missions led by Governor Tommy Thompson to the Far East, Israel, and Northern Europe to increase Wisconsin exports. The focus of assistance is one-on-one counseling, problem solving and analyzing needs for clients.

In addition, a resource library is being developed.

For further information, call Dennis Collins 414-735-5686.

Five Incubators Serve Small Businesses

Currently five districts in the VTAE system have working incubators to aid new small business in overcoming problems involved in getting started. While each incubator has a different emphasis, they all share the desire and means to assist new businesses.

A typical business incubator offers low-cost, high-quality space at a reasonable rent to new businesses and also offers a wide range of support services, including technical assistance, management and marketing advice and help in finding financing, legal services and potential contracts. Most incubators also offer secretarial, computer, phone answering and copying services.

All of these services are at a low cost. Businesses can come in with very little capital outlay. The costs of providing services are shared by the tenants and funded by grants.

The VTAE is involved in business incubators because we are training people for jobs--it's to our advantage to have a ready job market for our students when they graduate.

The incubator also gives business owners a chance to interact with other owners and find out that the problems they face are common in small businesses. It helps to convince people that they shouldn't give up, but persevere.

The success rate for the new businesses that begin in an incubator is nearly double that of businesses that start outside of one. This activity blends organizations that don't normally work together--all in support of economic development.

For further information, call Merle Bodine 608-266-2302.

High School Articulation

Using Carl Perkins money, one VTAE District in cooperation with 31 district high schools is in the second year of a project to develop a high school course entitled, "Business Enterprise." A similar course at the postsecondary district is entitled "Small Business Management." The project involves surveying all local high school districts to determine present level of business enterprise teaching, a literature search, competency development, curriculum development, inservice for instructors, a pilot test and full rollout after three years of work.

High school students taking the course will be granted advanced standing at the VTAE district.

For further details, call Sheila Ruhland 608-822-3262.

Entrepreneurship Center "Hotline"

Chippewa Valley Technical College is in the second year of operating a 800 number information and referral hotline for the entire state of Wisconsin. The number 1-800-362-5557 is publicized throughout the state using a variety of media. Callers are provided:

1. Information vital to your business
2. Quick answers to questions you don't have time to research
3. Direct referrals
4. Government contract information
5. Location of incubators in Wisconsin
6. Location of distributors for your product
7. Identification of the small business coordinator in your local VTAE district

Additional information about what other local technical college can do is also provided.

For further information, call Larry Doyle 715-833-6346.

State Contact: David Hague
Vocational, Technical and Adult Education
310 Price Place
P.O. Box 7874
Madison, WI 53707
608-266-1599

National Entrepreneurship Education Consortium

ENTREPRENEURSHIP EDUCATION
Program Description

Title of Program:

Purpose of the Program:

Contact Person:
Title:

Organization:

Address:

Telephone: ( )

Resource Materials Used

Target Audience: (check all appropriate)
_ Elementary school students
_ Secondary school students
_ Adult vocational ed. students
_ Postsecondary school students
_ Potential entrepreneurs (pre-business)
_ Existing entrepreneurs
_ Teachers
_ Special Populations: (list below)

If vocational, which service area(s)?

Types of Resource People Used:
_ Other teachers
_ Former students
_ SBA
_ Chamber of Commerce
_ Banks
_ City or State Economic Develop.
_ Entrepreneurs
_ NFIB
_ Others (list below)

Funding Source:

Is Instructor Training Required for Optimum Use: ____ Yes ____ No
Length of Training:

Objectives of Program:

Length of Program: (number of weeks, months, or years)

Program Abstract: (briefly describe)

Format:

Outcomes:

Benefits:

Unique Characteristics of Your Program:

Resources Used:

Name	Available From	Price	Date

Thank You!